
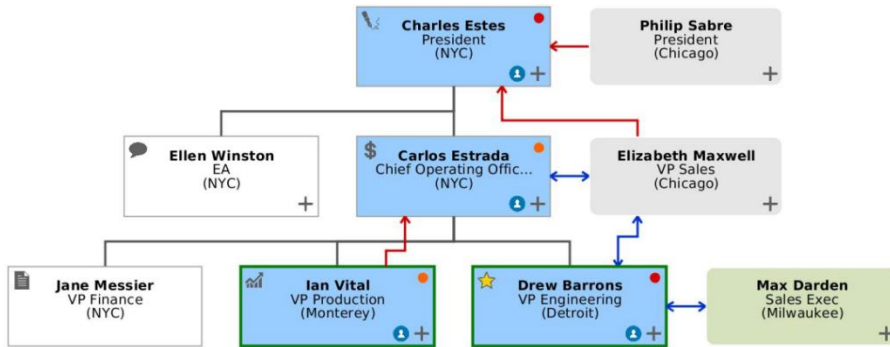





PLAYER MAP X-RAY

Home Contacts ▾ Opportunities ▾ Accounts ▾ **Player Maps** More ▾ 



See your key bridges to clients and their [LinkedIn profiles](#) on your Player Maps in Salesforce*

 Account **Vista** 

Type	Phone (414) 921-2550	Website www.playermap.com	Account Owner  Player Map 	Industry	Billing Address 234 Broadway New York, NY 20001 USA
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Account Name

Vista

Parent Account

Player Maps

Create Player Map


1. [Vista_Project 1, \\$15M, 12/15/20](#), 04/02/2020 by me - [open](#) | [del](#)
2. [Vista_Project Name_Price_Close Date](#), 04/02/2020 by me - [open](#) | [del](#)
3. [Vista_Project 1, \\$15M, 12/15/20](#), 04/01/2020 by me - [open](#) | [del](#)

[Link](#) to your Player Maps in one click under Accounts or Opportunities to speed Player Map access

Add Person

Person: in Organization on Our Team as SF Contact

Search SF Contacts: in associated Account across all Accounts [Show All](#)

Name: First: Last: 

Reports to:

Title:

Location:

Contact: Phone: Email:

Player:

Power: None Low Medium High

Preference: Positive Neutral Negative

Roles: Business Champion Competitor
 Contract Funds Pen Power
 Solution Source

Player Plan:

What do they want to achieve professionally and personally via the project?

How does your value clearly show "Why work with you?" vs competitors?

Notes:

Bridges: Add notes on bridges to clarify the foundation for your existing bridges or how you will build required bridges.

to:

Note:

[HELP ?](#)



* Click  to link to Contacts

Build Player Maps quickly with the intuitive Contact pull / search menu or add using [2-way sync](#)

PLAYER MAP X-RAY

Folders & Player Maps		+ Create New Folder...	+ Create New Player Map...
Solo			
Acme	Shared by Scott	Action...	
Acme Vista 1, \$250K, 7.31.17 (06/05/2017 04:02 PM)	View Following	Action...	
Acme Vista 2, \$1.3M, 9.1.17 (06/05/2017 04:03 PM)	View + Follow	Action...	
Acme Vista 3, \$700K, 11.15.17 (06/05/2017 04:03 PM)	View Unfollow	Action...	
Monique		Action...	
Top 10		Action...	

[Share](#) your Player Maps then edit as a team, and collaborate on the Player Maps you want to see

Show Bridges on Player Map:

Required Bridges:

[Phillip Sabre](#) → [Charles Estes](#)
Executive lunch to get to know each other.

[Elizabeth Maxwell](#) → [Charles Estes](#)
Lunch meeting to discuss account management.

[Ian Vital](#) → [Carlos Estrada](#)
Ian does not know Carlos very well, so reinforce relationship via an executive dinner.

[Max Darden](#) → [Max Graham](#)
Keep Graham in front of us as a competitive threat.

[Max Darden](#) → [Ian Vital](#)
Establish relationship, set up exec lunch.

[Gia Alvarez](#) → [Marie Ventura](#)
Pre-wire Marie that price will be higher than competitors, but ROI justifies.

Existing Bridges:

[Elizabeth Maxwell](#) ↔ [Drew Barrons](#)
Did a similar project for Drew at his previous company.

IQ analyzes each Player Map in real-time and coaches you on ways you can improve your position with this opportunity.
- PMX Team

Players:

- Champion identified:** Excellent that you have a Champion(s), but do not take them for granted, and make sure you can help them achieve their Player Plan
- Competitor identified:** Could you convert them to your side? Can you minimize their negative impact? Should you consider going around them?

Bridges:

- Bridge to Source:** Bridge to person who shares information, but may also share with competitors

Value:

- Player Plan Value:** Good that you have a Player Plan, but double-check that you are delivering value that clearly answers "Why work with you?"
- Bridge Players re: Value Package:** Bridge the Business, Funds & Pen Power Players to discuss the payback timeframe, long term cost of ownership and the ROI your value package will deliver

See your existing [bridges](#) or the ones you need to build, and review real-time IQ coaching tips

Player Plan:

What do they want to achieve professionally and personally via the project?

How does your value clearly show "Why work with you?" vs competitors?

Charles Estes

Notes | **Player Plan**

What:
Will be retiring in 3 years, and Estes wants to go out on top.

How:
Our solution is proven, and Estes will not "lose sleep" working with us, plus we project a 2 year payback.

Design [Player Plans](#) that engage the key client Players and deliver your differentiating value