

PLAYER MAP

As you coach to the Player Map, below are tips that will help you – the Player Map *shows* you where the holes are, so draw on your sales experience, and dive in and Player Map it.

Player Map Coaching

- Open the Player Map, click the “Action” menu, “Print IQ” coaching tips
- Coach off Player Plan (see note on Player) to help shape your questions
 - Who is a key Player(s) you want to build your relationship plan around?
 - What do they want to achieve professionally & personally via project?
 - How does your value show “Why work with you?” versus competitors?
- ✓ Do you have Champions? (if not, then they need to ID who & groom!)
- ✓ Why do you believe they are Champions? (what *ACTIONS* prove this?)
- ✓ Are you ladderred? (i.e. bridges at *all* client levels if a BIG dollar project)
- ✓ Which key Players do we need to build bridges to? Who should build?
- ✓ Do your Competitors have power? (if “yes”, how to neutralize them?)
- ✓ Is there anyone who is providing you inside information? (Source role)
- ✓ Who is the chief guru re: the overall technical solution? (Solution role)
- ✓ Who has the most to gain or lose re: business impact? (Business role)
- ✓ Who could in effect “sign off/make it so” on the project? (Pen Power)
- ✓ Is the project funded? Whose budget is it coming out of? (Funds role)
- ✓ Once it is decided, who is going to negotiate T’s & C’s? (Contract role)

Player Map X-Ray (PMX) Tips

- Sketch a PM on paper or “in their mind” before building on PMX
- ✓ Build the client organization top-down first, then add their team
- ✓ PMX generates a PM by connections, so avoid standalone boxes
- ✓ Keep the PM tightly focused – “less is more”, @ 12 wide x 6 high
- ✓ For accounts, they should have a corporate PM, then project PMs
- ✓ “Our Team” are people in your company, and any outside partners
- ✓ Ensure people use notes to record Player and bridge ideas and info
- ✓ LIMIT symbol coding! – prefer to see 1 or 2 max, except Champions
- ✓ Power Meter is for Players – can code others, but it just burns time
- ✓ Create folders to share Player Maps and drive team collaboration
- ✓ Use Messages to brainstorm plan, note action items & update team
- ✓ Double-check your ideas against tips on PMX “IQ” to help fine-tune

Player Map Questions

- ✓ **Players**
 - Do they have significant *push*? (i.e. more than merely participating).
 - Have they actively led or been engaged in similar projects in the past?

 - ✓ **Champions**
 - What have they *done* (vs. said) to prove they “want you & only you”?
 - Are you positive when “push comes to shove” they “have your back”?

 - ✓ **Competitors**
 - Is there *anything* that we can do to “bring them over” to our side?
 - If we cannot convert them, what can we do to “neutralize” them?

 - ✓ **Bridges**
 - Are you effectively building both professional + *personal* bridges?
 - Who on your immediate or extended team should you bridge in?

 - ✓ **Source**
 - Are you confident the information they are giving you is accurate?
 - Have you double-checked their information with other key Players?

 - ✓ **Solution**
 - Are they the chief person who must ultimately “bless” our solution?
 - Can we show them a new angle on our solution they would adopt?

 - ✓ **Business**
 - Are they keenly concerned with the business impact of our solution?
 - Do they have a “number in mind” re: the business results they want?

 - ✓ **Pen Power**
 - Who ultimately must say “Make it so.” for a project of this magnitude?
 - If this person does not say “Do it!”, will this project still move forward?

 - ✓ **Funding**
 - Have we met with the person or persons who own the project funding?
 - Is the project funded, or is the funding in progress or potentially at risk?

 - ✓ **Contract**
 - When time to negotiate terms & conditions, who can sway the contract?
 - Are the contract “sticking points” primarily legal, technical or business?

 - ✓ **Bridges**
 - How long have they been with the company and who brought them in?
 - What personal interests do they have and who on our team does as well?
-