

PLAYER MAP Certification

The route to sales excellence



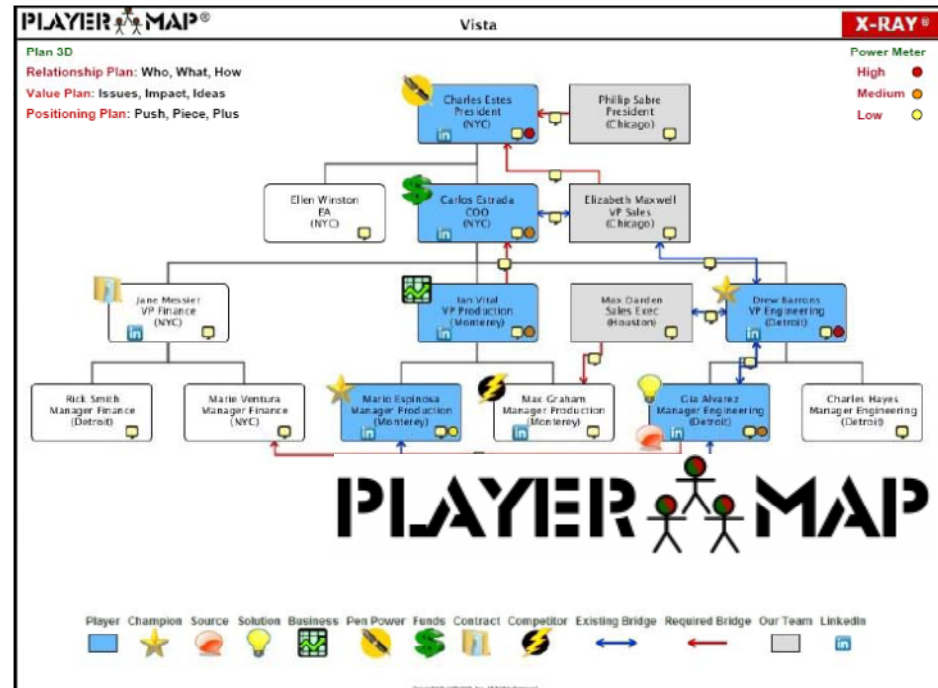
PLAYER  MAP

PLAYER MAP

For over 20 years PLAYER MAP has been the sales process of choice for thousands of salespeople and hundreds of companies worldwide.

Why?

- ✓ It WORKS
- ✓ It's SIMPLE
- ✓ You WIN More!



Sales Excellence

But sales mastery takes more than a world class methodology.

It takes sales professionals with the capability to build enduring client relationships, skillfully position products and services to advantage and out-compete rivals.



PLAYER MAP Certification

A salesforce development process that defines competency standards for sales excellence, identifies gaps and learning needs, hastens competency development and tests/validates accomplishments.



PLAYER MAP Certification

Applies proven principles and practices of competency development

Creates personalized developmental strategies, priorities and plans

Builds individual learning capacity, sales leader coaching competencies and systemic development practices



Works for HiPo, underperforming or fast-start sales professionals and/or intact sales teams.

Companies can embed into business unit or enterprise talent practices.

Globally applicable.

Sales Success DNA

Over the last two decades we have worked with and studied successful sales people in some of the world's best and most prestigious companies.

Consistently the most successful sales professionals role model a series of discernible and definable core competencies.



We've codified and distilled these capabilities into their core elements so that we can help sales professionals understand the DNA of sales excellence.

Covert Potential into Performance

Then using proven techniques and best practices of professional development...

... we have created an engaging, intensive and experientially-rich professional development process to help guide and catalyze accelerated progression to sales excellence.



Effective Development is Rooted in the Business



Professional development is a very individualized journey.

People begin at different points and progress at different rates.

It works best when integrated into the work and the performance priorities of individuals.

It's embedded in experience.

Growth is Not Automatic

**It depends upon having the ability to learn,
access to feedback, the open-mindedness to
listen and the willingness to change**



PLAYER MAP Certification

Takes these principles...



... and provides a robust professional development platform for sales professionals and sales teams to build the 10 core competencies required for sales excellence.

10 Core Competencies for Sales Excellence

Sales Skills

Sales Strategy

Customer Relationship Management

Market Knowledge

Product/Service Knowledge

Emotional Intelligence

(Peer) Leadership

Communication Skills

PLAYER MAP Expertise

Sales Results



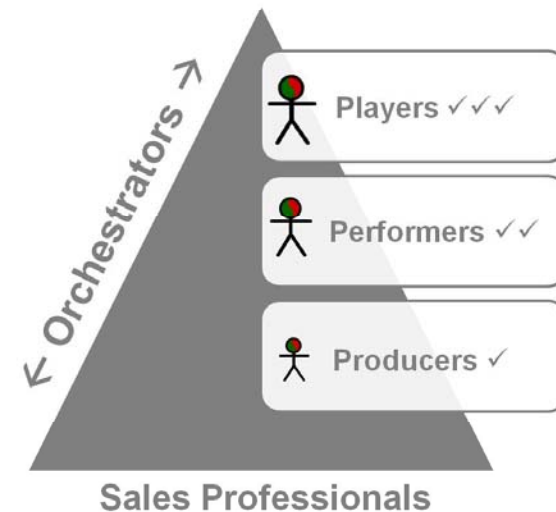
Progressive Levels of Certification

PLAYER MAP certification can be earned at three professionally demanding and progressive levels.

Each level requires developed and validated competencies in the 10 dimensions of sales excellence.

We also offer a certification process for sales managers charged with orchestrating the development and performance of intact sales teams.

Sales
Managers



A Purposeful Development Journey

Not every sales person will become a Player.

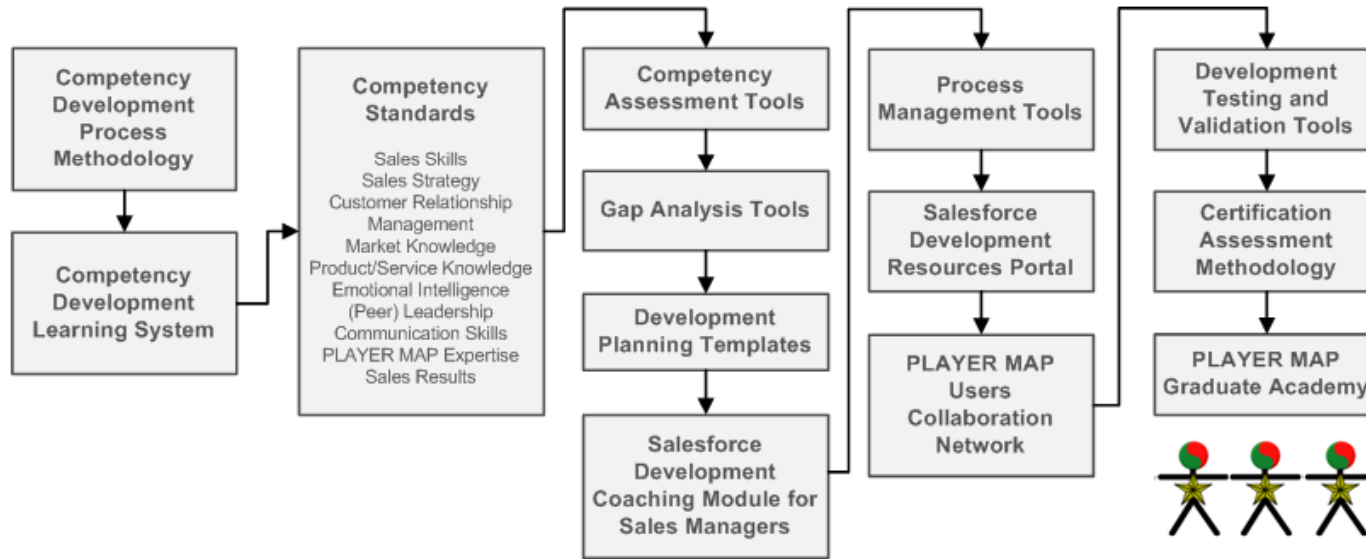
PLAYER MAP certification provides a process methodology to identify learning needs and to hasten competency development.

Its goal is to help sales professionals realize their performance potential.

Certification provides competency validation and professional accreditation.



Key Components



← Sales Development and Performance Coaching →

10 Core Competencies

- Sales Skills
- Sales Strategy
- Customer Relationship Management
- Market Knowledge
- Product/Service Knowledge
- Emotional Intelligence
- (Peer) Leadership
- Communication Skills
- PLAYER MAP Expertise
- Sales Results

3 Sales Certification Levels

Player ✓✓✓
↑
Performer ✓✓
↑
Producer ✓

Plus Sales Manager Certification

← Orchestrator →

3 Development Strategies

← GO BROAD →
↓ GO DEEP ↓
→ GO SHORT ←

4 Design Principles

Effective Development is Rooted in the Business

It is a Personalized Journey – People Begin at Different Points and Progress at Different Rates

It Works Best When Integrated into the Work and Performance Priorities of Individuals

It is Embedded in Experience

4 Realities

Development is Not Automatic.

It Requires:

The Ability to Learn
+
Access to Feedback
+
The Open-Mindedness to Listen
+
The Willingness to Change

PLAYER MAP Certification

3 Levels of Certification

10 Core Competencies

1 Route to Sales Excellence



More information, email pmcert@playermap.com or call +1.215.353.6472