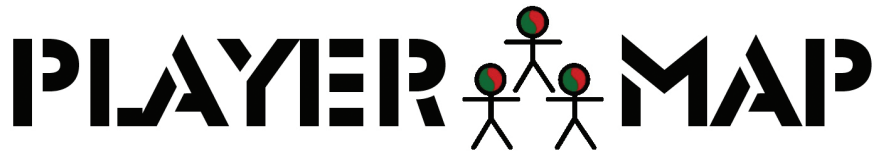




Scott Leland,  
President



## MEDIA CONTACT

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## ABOUT PLAYER MAP, INC.

Headquartered in Milwaukee, Wis., with experts in New York, Los Angeles and Philadelphia, PLAYER MAP's backbone sales system provides a breakthrough approach for global and strategic account management to ensure integrated pursuit strategies, improved client relationships and increased win rate on must-win projects.

## BIOGRAPHY

Scott Leland is the creator of the PLAYER MAP X-Ray, an online sales performance tool that enables sales leaders to instantly see the opportunities and challenges in their must win projects. Leland launched PLAYER MAP X-Ray in response to client demand for an Internet and mobile phone-accessible version of its visual sales plan, the PLAYER MAP ([www.playermap.com](http://www.playermap.com)).

Leland has more than 25 years of experience in account management and sales performance. He has worked with top organizations in over 30 countries worldwide and has an in-depth understanding of sales from an international perspective.

Since 1989, Leland has been using his professional expertise in maximizing sales performance for his clients. He consults using the PLAYER MAP sales system, helping clients leverage the proven system to increase profit and revenue.

PLAYER MAP also launched an edgy, funny and thought-provoking sales performance-related weekly cartoon strip, called "Opal – Sales Diva", available as an iPhone App.

Prior to training and consulting, Leland had major account sales responsibility representing HP and IBM, and established a consistent track record of sales performance.

Leland graduated with honors from Iowa State University with a Bachelor of Arts degree and has a MBA from Drake University. In addition, Leland has participated in advanced business programs and seminars throughout his professional career. As a dynamic and interactive speaker, Leland leads workshops that are real-world and results-oriented.

## TOPICS OF EXPERTISE

Scott Leland is available for comment on numerous topics related to sales performance, some of which include:

- Trends in sales training
- Selling in a tough market
- Using the PLAYER MAP to maximize win rate
- Keys to success in global account management
- How to build bridges within an organization
- How to identify competitors within an organization and what to do about them

**SEE IT. CREATE IT. WIN IT.**