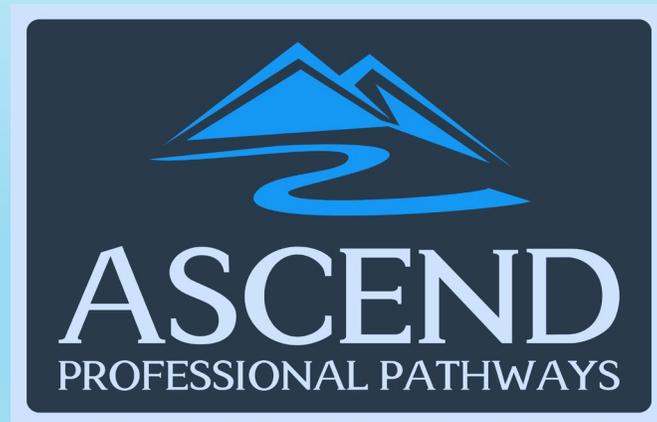
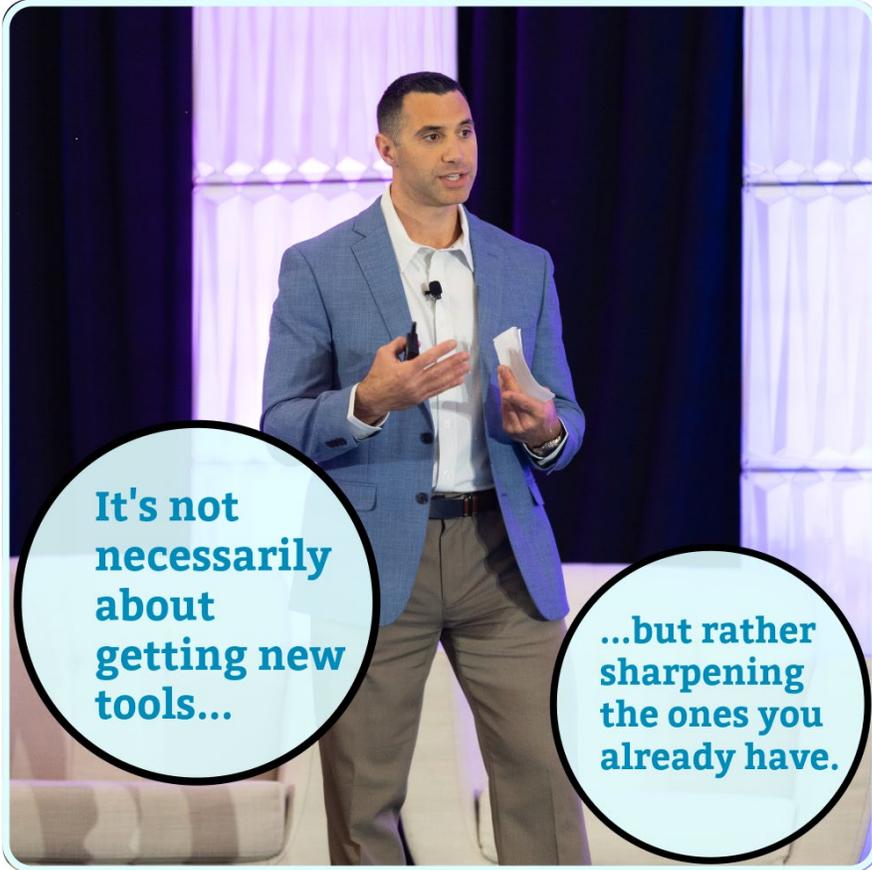


DVIN

How to Position Yourself Against Competitors in the DSO Space





My journey...

- Founding teacher
- Award-winning sales professional
- Director of business development
- Certified executive, career, and business leadership coach

The one constant over the course of my career was the drive to help others to succeed.

DVIN Sales Training:

How to Position Yourself Against Competitors in the DSO Space

The following objectives will be developed:

- Establishing one's unique positioning of their product/service to their ideal customer.
- Understand your competition and how to leverage your attributes and features.
- Identify and overcome common challenges and customer resistance.
- Align relevant and relatable features with your ideal customer.
- Identify the added value you can provide to stand out against competitors.

Downloadable frameworks

Visit this link or scan QR code:

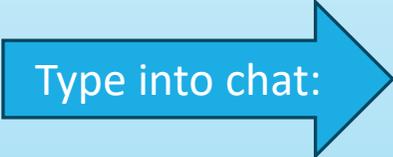
ascendpropathways.com/dvin



- Download the Frameworks
- Save as a new file
- Can input answers into text fields or print out

Getting grounded to start...

What makes you unique as a sales professional within the DSO space?



Type into chat:

How would you rate yourself as being a **top-of-mind & relevant influence** for your target customers?

1: low 10: high

Where do you feel are your areas of needed improvement?

Think about the competition...

Type into chat:

How do you currently define a competitor?

Are there opportunities to redefine who a competitor truly is?

Perhaps, the true competitors are ourselves.

Can
anyone
share?

Now, think about the customer...

Why that particular customer in the first place?

What is it about that DSO that makes them your ideal target?

Think about which DSO you are already successful with, how can you repeat that success with other potential targets?

Thinking about the customer...

What are their priorities?

What is their pain?

What are their needs?

What solutions are they looking for?



Can
anyone
share?

Staying ahead of resistance

Type into chat:

What are the usual objections you hear?

“I appreciate that concern, that is exactly why we can best help you! Here’s how...”

Can
anyone
share?

Personal development

What does being a valuable resource mean to you?

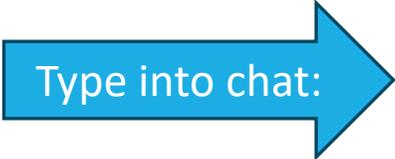
What would you suppose it means to your customer?

Reliability, Trust, Integrity, Honesty, Transparency, Authenticity...

Can
anyone
share?

Positioning to the ideal customer

Where can you now take advantage?



Type into chat:

Rank yourself:

1: Insisting/low value **10: Educating/high value**

Positioning to the ideal customer

Type into chat:

What does your competition say about you?

If there wasn't any competition, where would you be successful?

Reframing the competition

Suppose they were collaborators.



Reframing the competition

What is the one vital position you can take?

Adding value that stands out

Does it always have to come down to price?



Type into chat:

How often does price come up early on as a concern?

1: Rarely **10: Often**

Use the **Objection Battlecard** to preparing for and navigating objections.

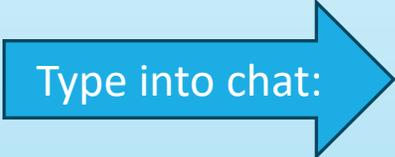
Adding value that stands out

What is unique to them that you can influence?

Can
anyone
share?

Thoughts?

What was helpful about this workshop?



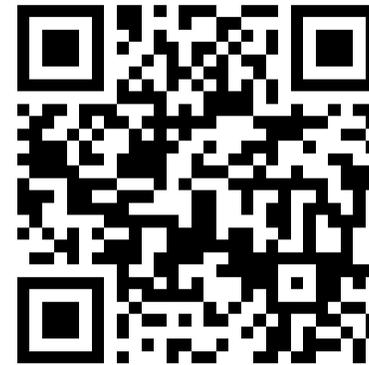
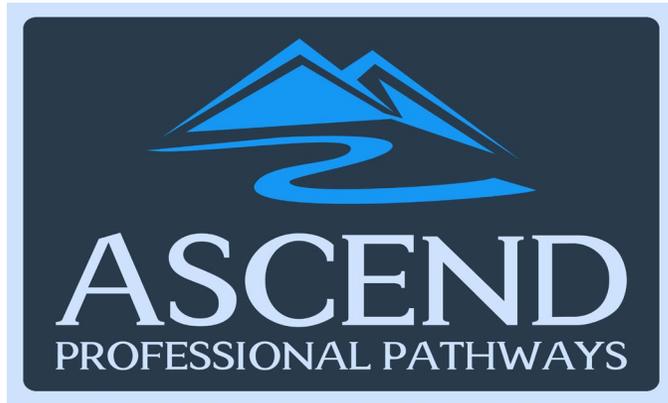
Type into chat:

Type into the chat: what was most valuable about today, and what are you excited for now?



Can
anyone
share?

Thank you!!



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ascendpropathways.com/dvin