

Ascend Professional Pathways

Executive Coaching

Leadership Development & Facilitated Learning



ascendpropathways.com

DVIN Sales Training: How to Position Yourself Against Competitors in the DSO Space

What makes me unique, relevant, and valuable to my DSO customers:

How I define who a competitor truly is to me, my company, and goals. How I can best navigate them:

What qualities make up my ideal target DSO? What are their priorities?

How I can best position myself to stay ahead of resistance and be most relevant to them:

Areas where I can provide more value to my target customer:

How my competitors can be advantageous to my goals:

What is unique to my customer where I don't have to leverage price?

Thomas Passalacqua

Certified executive coach specializing in sales training & facilitated learning.

516-946-2965 | thomas@ascendpropathways.com

