

— TRANSFORMING BUSINESS CHALLENGES INTO TRIUMPHS —

OBSTACLES TO OPPORTUNITY

A BOOK BY PAT ALACQUA



FEATURING TREY HINSON

Healthcare Sales Leader. Executive Strategist.
Founder of Goliath Sales Strategies.

*“What you have to learn is how to push yourself
so the person across the table knows you care.”*

AS FEATURED IN CHAPTER 16:

Balancing Empathy and Action with Executive Sales Strategist, Trey Hinson

CHAPTER 16: BALANCING EMPATHY AND ACTION WITH EXECUTIVE SALES STRATEGIST, TREY HINSON

Trey Hinson's journey from a healthcare call center to executive leadership. Highlights how empathy, patience, and strategic thinking can drive success in even the most high-pressure environments.

*"When the phone rang, the people on the other end of the line needed help.
And needed it fast."*

Starting in emotionally intense customer service roles, Trey quickly learned that leadership required more than answers. It required presence. Over time, he developed a calm, structured approach to complex situations, helping both clients and teams feel seen and supported.

*"The people I worked with had seen more in their lifetimes than I could imagine.
I had to earn their trust, and that started with listening."*

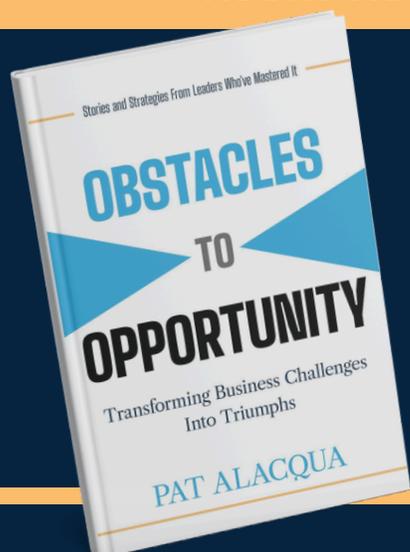
After years with Blue Cross Blue Shield, Trey joined a marketing firm in healthcare benefits, rising from VP to COO. That experience laid the foundation for his current company, Goliath Sales Strategies, where he focuses on sales enablement and partnership development in the healthcare space.

**EMPATHY AND ACTION ARE NOT OPPOSITES.
They are leadership's secret advantage.**

ABOUT TREY HINSON

Trey Hinson is the founder of Goliath Sales Strategies and a respected leader in healthcare sales and marketing. With more than two decades of experience, from the frontlines of customer service to the C-suite, Trey brings heart and strategy together to help businesses grow.

**READ TREY'S FULL CHAPTER—AND EXPLORE THE VOICES OF OTHER
TRANSFORMATIONAL LEADERS AT [PATALACQUA.COM/BOOK](https://patalacqua.com/book).**



ABOUT THE BOOK

Obstacles to Opportunity is a collection of powerful, real-world stories from leaders across industries. Each navigating a significant business challenge and discovering the opportunity within it.

You'll find practical strategies, mindset shifts, and behind-the-scenes insights from executives, entrepreneurs, and operators who turned challenges into clarity, momentum, and growth.