

Case Study 3 – I Can Sell Anything the Government Buys!

It's Friday afternoon and you, a PTAC Counselor, receive the following email:

From: Ashley Anything [mailto:ashley@IsellEVERY-THING.com]
Sent: Friday, November 7, 2014 4:22 PM
To: patricia.ptac@bigptac.org
Subject: HELLO

I
Good day! ☺

This is **ASHLEY** of I Sell Everything, a **ONE STOP SHOP**, a small woman owned business, a **national provider who specializes in everything**.

I was hoping to have the privilege of becoming one of your clients. With the help of your PTAC, I can show Uncle Sam that buying from me will save the Government a lot of \$\$\$.


Here is my sales strategy for selling to the Government:

- If your agency is on a budget or there is a price to beat, please let me know so I can work on a personalized quote just for you.
- NO MINIMUM ORDER REQUIRED!
- I am here to make your purchasing easy.
- I can supply any product and most services.
- We accept PO's for any supplies specially bulk orders
- We are at net 30 days
- Payment option: CREDIT CARD (GPC's as well)
P.O (Purchase Order)
Check payment

Pls. check our website: IsellEVERY-THING.com

When you get a chance please let me know how your PTAC help me implement my Government sales strategy.

Thank you and Have a lovely day!

	<p>Ashley Anything Account Manager</p> <p>✉ ashley@IsellEVERY-THING.com 🌐 WWW.ISELLEVERYTHING.COM</p>	<p>☎ (777) 777-7777, ext. 7</p> <p>Classification: WOSB, MOB CAGE Code No.: pending NAICS codes: Too numerous to list here</p>
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[Answer the questions on the next page.]

- How do you reply to this prospective client?

- What advice do you need to give to Ashley?