



Turn “How do we buy?” into “Let’s get started.”



At a glance

Every public agency purchase starts with two questions:

1. What are we going to buy?
2. How are we going to buy it?

You can solve the first question with your product or service. But the second – how to buy – follows a strict solicitation process to ensure fairness and transparency. That’s where your Sourcewell contract comes in. It’s one of several compliant purchasing paths a public buyer can use, including soliciting it themselves, using a state contract, or piggybacking. Introducing your Sourcewell contract early helps guide the conversation, reduces uncertainty, and keeps the purchase moving forward.

Why it matters

- Helps buyers understand both what they need and how to get it
- Positions your Sourcewell contract as a trusted, compliant option
- Prevents procurement delays and confusion
- Builds confidence that your solution meets both need and process

Key points

- ✓ **Start with the solution**
Lead with your value, expertise, and how your offering solves the agency’s problem.
- ✓ **Explain how to buy**
Share their options and present Sourcewell early to guide the process.
- ✓ **Provide a clear path forward**
Position Sourcewell as a competitive and compliant way to purchase.
- ✓ **Lean on Sourcewell**
We can help explain how our contracts work and support procurement teams with what they need.

Contact us today.

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SELL WITH CONFIDENCE

Contact your support team for contract-specific examples and details on our transparent procurement process



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