



## BARBARA ASHE

**Supporter**  
DISC Type : s

**Director & Founder at Veteran Institute for Procurement**  
Rockville, Maryland, United States

### Overview

Barbara Ashe is the Executive Vice President of the Montgomery County Chamber of Commerce and President of its Community Foundation. She is nationally recognized as the founder of the Veteran Institute for Procurement (VIP), a program that accelerates the success of veteran-owned businesses in the federal marketplace. She is a multi-award-winning small business advocate.

Barbaras passion for entrepreneurship was inspired by her father, who owned a small business. Described as a mission-oriented problem-solver, she is driven to bring market-based best practices to the government sector to serve the community. She has also been involved in promoting sustainable business practices through local government partnerships.

She founded the award-winning VIP program in 2009, which has since trained over 2, 000 veteran-owned businesses at no cost.

### 👍 Personality Overview

Procedural
Social Proof Driven
Calm

They are unlikely to become strong champions as they don't prefer pushing other people. Their decisions are defined by the possible value that they can bring to the organization. They get along well with all people.

### 👍 Topics They Care About

**Veteran Entrepreneurship**  
 Founded and leads the Veteran Institute for Procurement (VIP), a national program that trains veteran business owners to win government contracts.

**Federal Procurement**  
 Her primary professional focus is equipping veteran-owned small businesses with the acumen and network needed to succeed in the federal marketplace.

**Small Business Advocacy**

Inspired by her father's small business, she has dedicated her career to creating opportunities for entrepreneurs, particularly within the veteran community.

### Non-Profit Leadership

As President of the Montgomery County Chamber Community Foundation, she oversees strategic development and manages its board of directors.

### Community Organizing

Has a demonstrated history of convening diverse groups to enact change and support community-focused causes, a skill she's applied since high school.

### Sustainable Business

Helped launch a Green Business Certification program in partnership with Montgomery County, demonstrating an interest in environmental sustainability. [Predicted]



## Media Appearances

VIP Team BIOS. Featured in National Veteran Institute for Procurement (official website)

[Read Now](#)

Article

National Veteran Institute for Procurement (VIP) - Meet ....  
Featured in YouTube

[View Now](#)

YouTube

## Work History

- 9-2009  
Director & Founder at Veteran Institute for Procurement
- 2-2003  
Executive Vice President at Montgomery County Chamber of Commerce

## Education

- 1977 - 1979  
Education details unavailable from Florida State University

## More Information

### Social Presence :



### Prographics :

Exp : **22**   Location : **Rockville, Maryland, United States**   Job Level : **Leadership**

## **Insights For Selling To Barbara**

### **👉 During A Call Or A Meeting**

#### **DO's**

- Pause and ask them if they have any questions
- Focus your pitch on the impact that you could help them have on their organization
- Talk about refund and cancellation policy if the need arises

#### **DONT's**

- Don't keep pushing them for a straight answer, just make your own conclusions
- Avoid saying anything that sounds like a risky proposition
- Don't don the salesperson avatar, be the friendly advisor instead

## 👉 When Cold Calling

### Insights

**Pattern Interrupt:** A polite and formal approach, that doesn't sound over-friendly or too aggressive makes it hard for them to say no to you.

**Pace:** Slow down a little bit, especially if you are fast usually. Sound like a 'calming break from the day' person.

**Tone:** Keep your tone calm and soothing, as if you are giving a stranger advice on a critical matter.

**Tactics To Win:** Use of social proof, FOMO, repeating their name

**Mistakes To Avoid:** Strong words, over-confidence, informal language

**Making The Ask:** Formally, respectfully request their time. They find it quite hard to say no (Compared to Dominant or Calculative types for eg)

**Subconscious Driver:** They are change-averse by default. Hence a FOMO laden pitch can jolt them into action.

### Script

**Greeting:** Good morning/evening Barbara, how are you? This is [user\_fname] at [user\_companynamewithfirsttwowords].

**Opener:** You are of course busy, would it be ok for me to take 30 seconds of your time to explain why I have called today?

**Introduction:** My company has built an AI that predicts prospect's personality and behavior so that you can start building trust from the very first second that you meet them.

**Ask:** Barbara, companies like [abc], [xyz] have found it to be invaluable and adopted it already, it would be ok perhaps to put 15 minutes on your calendar to share why this could be valuable for you.

**Close:** If you are a morning person, then how does Tues or Wed look at [time]? And your email ID is [prospect\_email]?

## 👉 When Writing An Email

**Subject:** Formal

*Example: Discussion regarding next steps', 'Humantic AI and sales conversion' etc.*

**Salutation:** Yes (Something formal)

*Example: Use 'Hello', 'Dear' etc. (along with the first name)*

**Greeting:** Yes (Say something formal/usual)

*Example: Use standard lines, like 'Thanks for taking the time' etc.*

**Emojis/GIFs:**

**Bullet Points:** Could use

**Closing Line:** Simply lay out the next steps

*Example: Something like 'Would you be available to speak tomorrow?'*

**Complimentary Close:** Formal

*Example: Something standard like 'Warm regards', 'Best wishes' etc.*

**Tone of Words:** Friendly, second-person

**Overall Messaging:** Focused on social proof and process

**Length of Mail:** Long

*Example: Maximum upto 150 words*

## 👉 While Negotiating & Closing

The secret to closing fast with Barbara is

- *Low risk, approval of other stakeholders and successful process-based evaluation are most important for them.*

Will you ever get a clear answer from Barbara

- *They don't say no very often, and can take you around in circles sometimes.*

---

## Insights For Deal Planning

How Fast (Or Slow) Will Barbara Move?

- *They do not like to rush, so they could be slow in making decisions.*

Can Barbara Take Some Risk Or Not?

- *They rarely take risks and prefer making decisions supported by others.*

---

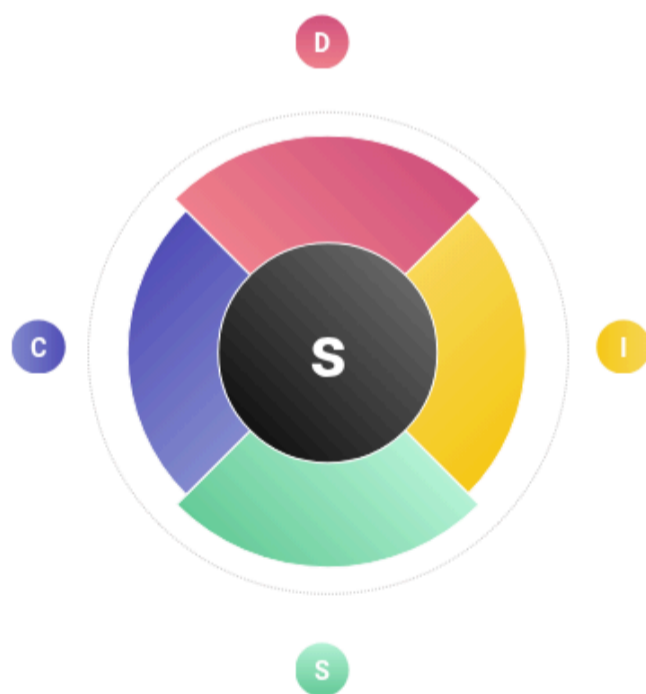
## You And Barbara

### Personality Compatibility

Not enough data to show compatibility comparison

---

## DISC Profile : Barbara's Key Traits



### STEADINESS

Steadiness(S) reflects the degree to which a person is likely to focus on cooperation, support and taking everyone along. Those scoring high tend to be consistent and calm, are excited about the opportunity to collaborate and partner and could sometimes be indecisive or overly accommodating.