



DOING BUSINESS
WITH GSA 

Marketing Your GSA Contract: What You Should Know!



Welcome

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Today's Agenda



- GSA OSDBU Overview
- Importance of Market Research
- Tools to Conduct Market Research
- Key Components for your Strategy
- Advantages of Being a GSA Contract Holder
- Tips for Success!

OSDBU Overview

*“GSA's Office of Small and Disadvantaged Business Utilization connects small businesses with people and resources to help them grow. **We are your advocates** and believe in ‘Small Business First.’”*



GSA OSDBU has offices in 11 regions across the country.

Advocating for our Nation's Small Businesses



Small Disadvantaged
Businesses



Women Owned
Small Businesses



Service Disabled Veteran
Owned Small Businesses



Historically Underutilized
Business Zones

We believe in Small Business First.



Marketing Your GSA Contract

Steps to Developing Leads in the Federal Market

Which federal agencies are purchasing my product or service?

How much are they buying?
Have they awarded any set-asides?

Who are my competitors?
Who holds the current contract?

What contracts are set to expire that I can compete for in the future?

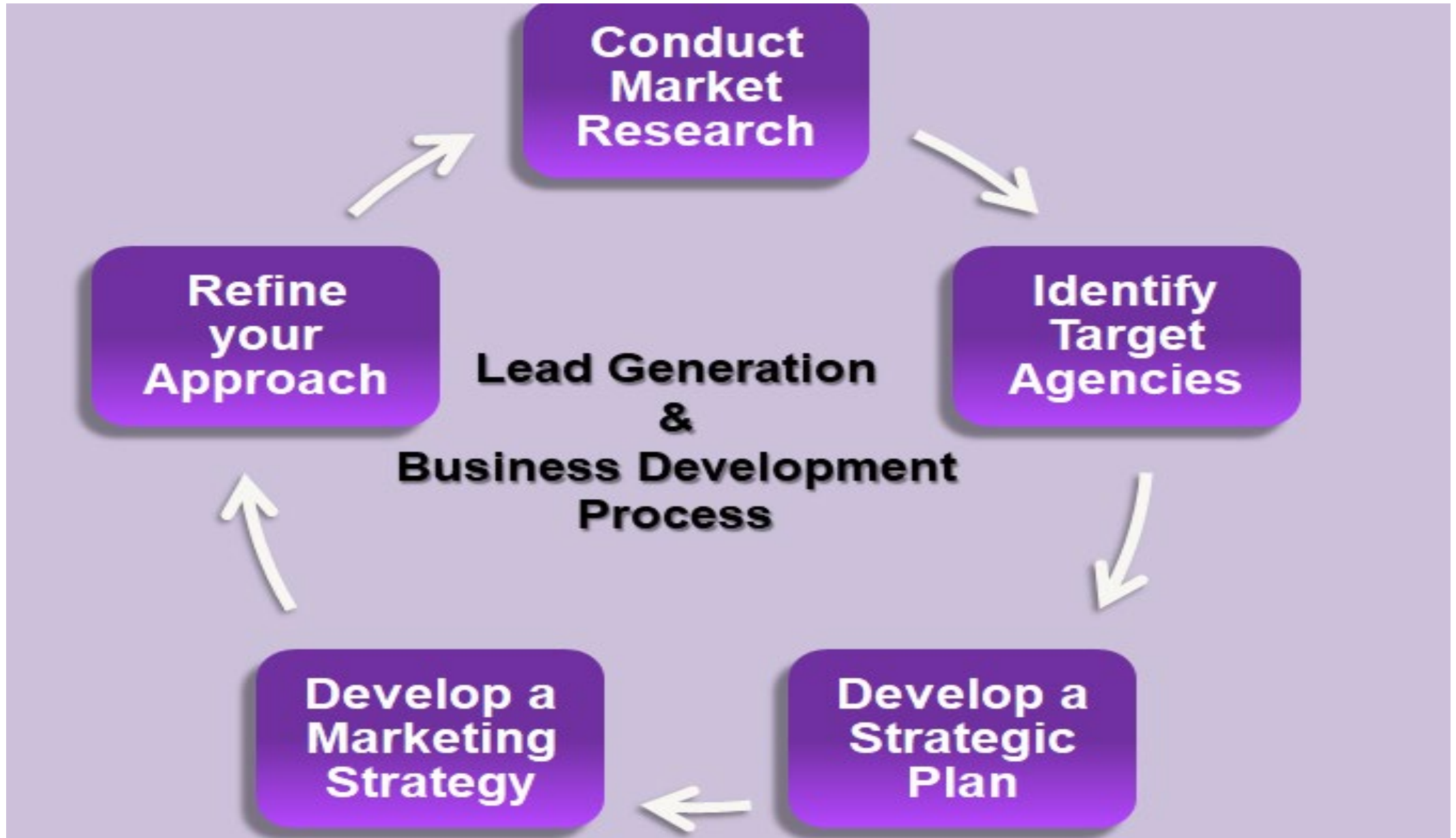
The Unknown can cause Frustration & Disappointment

Marketing Your GSA Contract

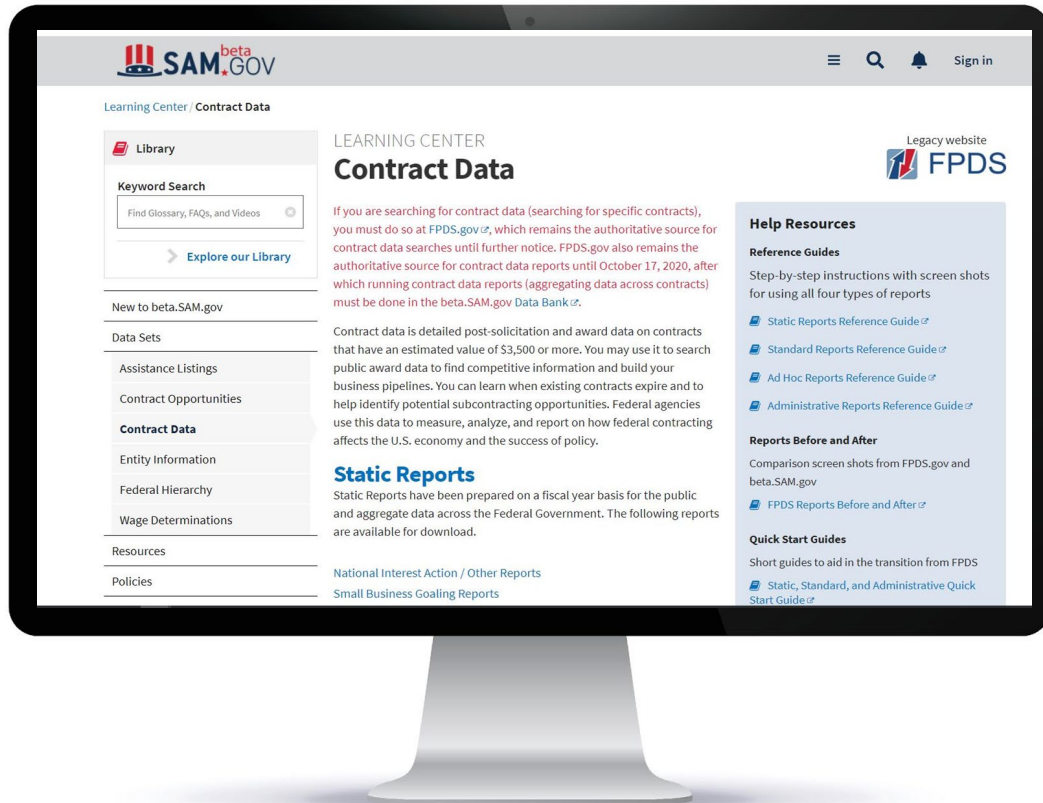
Let the Data Refine Your Overall Strategy!

- Use Data to Develop a Targeted Strategy
- Choose the Right Event to Attend
- Maximize Time at Matchmaking Events
- Know which Agency Forecast Tools to Use
- Become More Efficient
- And much more!

Marketing Your GSA Contract



Beta.SAM.Gov



What is reported to the SAM.gov Data Bank:

→ Contract actions valued at \$10,000. Every contract modification is reported as well

Where is the data from?

→ The data is fed from 90+ agency contract writing systems.

<https://www.gsa.gov/about-us/organization/federal-acquisition-service/office-of-systems-management/integrated-award-environment-iae/betasamgov-information-kit/betasamgov-update>

What is needed to Run Data Reports? Your Product Service Code (PSC)



NAICS

1. Industry Classification used to identify specific types of industry.
2. NAICS is a broad classification
3. The NAICS is what you do

1. PSC's can help you narrow down exactly what your business does
2. PSC's are specific and can yield better data for market research and analysis
3. Your PSC is how you are doing it

PSC

Tools to Conduct Market Research

Utilize these tools for your market research:



- Latest GSA contract award information
- Assess your competition

<https://www.gsaelibrary.gsa.gov>

Schedule Sales Query Plus

- Offers published sales data of schedules contract sales
- SIN Sales
- Contractors already on schedule
- Ability to assess the size and potential of your target market

<https://d2d.gsa.gov/report/fas-schedule-sales-query-plus-ssq>

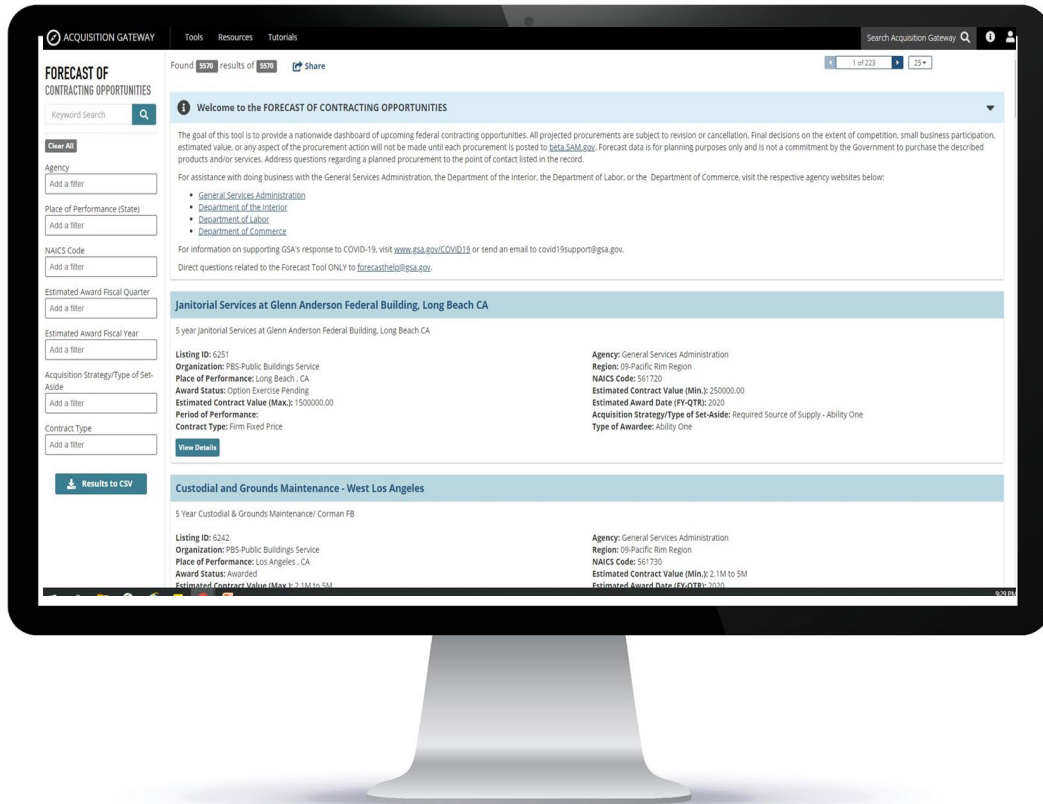


- Provides federal agency spending priorities and also budgetary information
- FPDS serves as the source of USAspending.gov contracts data .

https://www.fpds.gov/fpdsng_cms/index.php/en/

Consider the buying trends and forecasted sales for your product/service

Looking toward the Future: Forecast Tool



What is the Forecast Tool?

→ Provides forward looking data about future requirements.

→ Helps you learn about potential prime contracting opportunities

Visit: [FBF.GOV](https://fbf.gov)



Advantages

What is the Advantage?

Faster than going open market


Pre-Negotiated ceiling prices to achieve best value

Built in strong assurance of FAR Compliance

Access to small businesses in support of socioeconomic goals

Access to emerging technologies and innovative solutions

Small Business Goaling Reports

☰ 🔍 🔔 Sign in

Show Reports For

Assistance Listings
Contract Opportunities
Contract Data
Federal Hierarchy

Report Type

Static
 Standard
 Administrative
 Ad Hoc

🗣️ What you think matters!

[Provide Feedback](#)

Data Bank

Sam.gov reports can be used to support analysis of federal spending including geographical analysis, market analysis, and analysis on the impact of the congressional and presidential initiatives in socio-economic areas such as small business spending. The data is also a reliable basis for measuring and assessing the impact of Federal acquisition policy and management improvement.

Contract Data Reports

Reports on acquisition awards are available to the public. Your reports provide detailed information on awarded contracts and associated modifications. Reports can assist with market analysis including data by federal organization, geographical area, business demographics, and product/service type.

National Interest Action/Other Reports

[COVID-19 Report](#) 📄 🔗
[Hurricane Laura Report](#) 📄 🔗
[Hurricane Dorian Report](#) 📄 🔗

[> Show More](#)

Small Business Goaling Reports (FY 2005-2019)

A Department level report that displays Small Business data for a specified date range by Funding/Contracting Agency.

[Fiscal Year 2019](#) 📄 NEW! 🔗
[Fiscal Year 2018](#) 📄 🔗
[Fiscal Year 2017](#) 📄 🔗

Visit <https://beta.sam.gov/reports/awards/static>



Customer Service Directors

- Customer Service Directors (CSDs) provide assistance, resolve problems and answer questions from GSA's customers, our federal, state & local clients.
- CSDs also host seminars on a variety of useful topics, and are a valuable source of information on all of GSA's programs.
- CSDs market the entire suite of Acquisition Tools provided by GSA to federal, state, and local agencies.
- Visit [GSA.gov/CSD](https://www.gsa.gov/CSD) to find your local CSD.

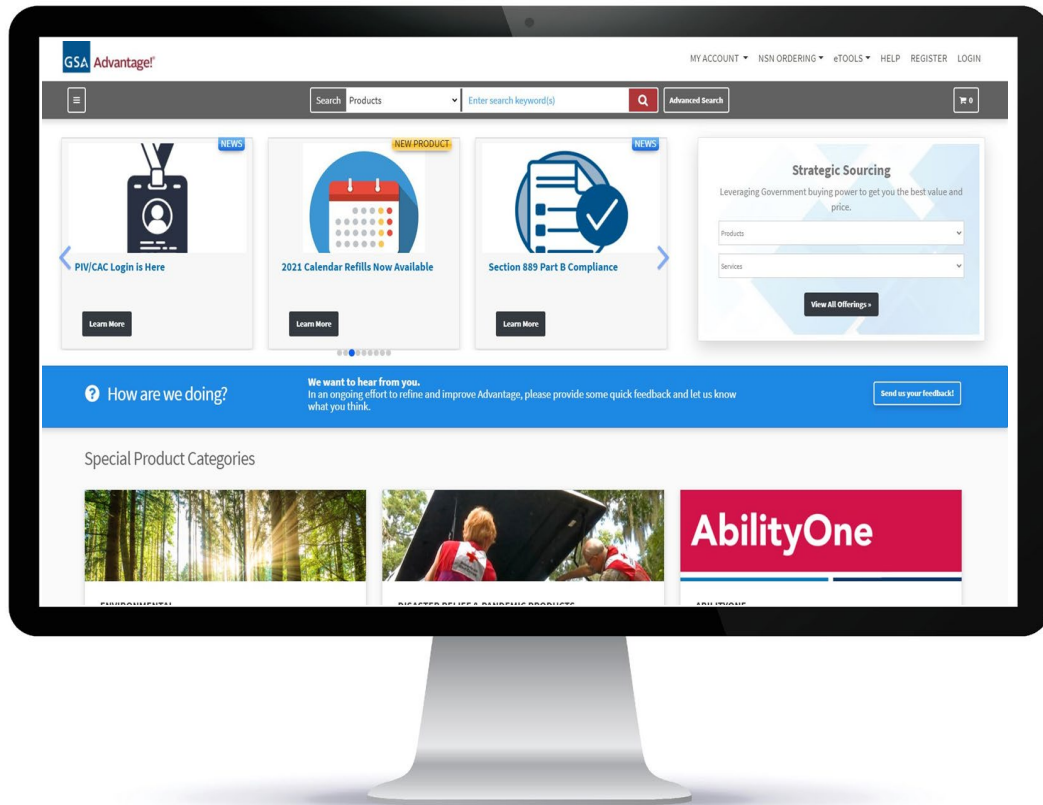
Tips for Success



Federal Supply Schedule Price List

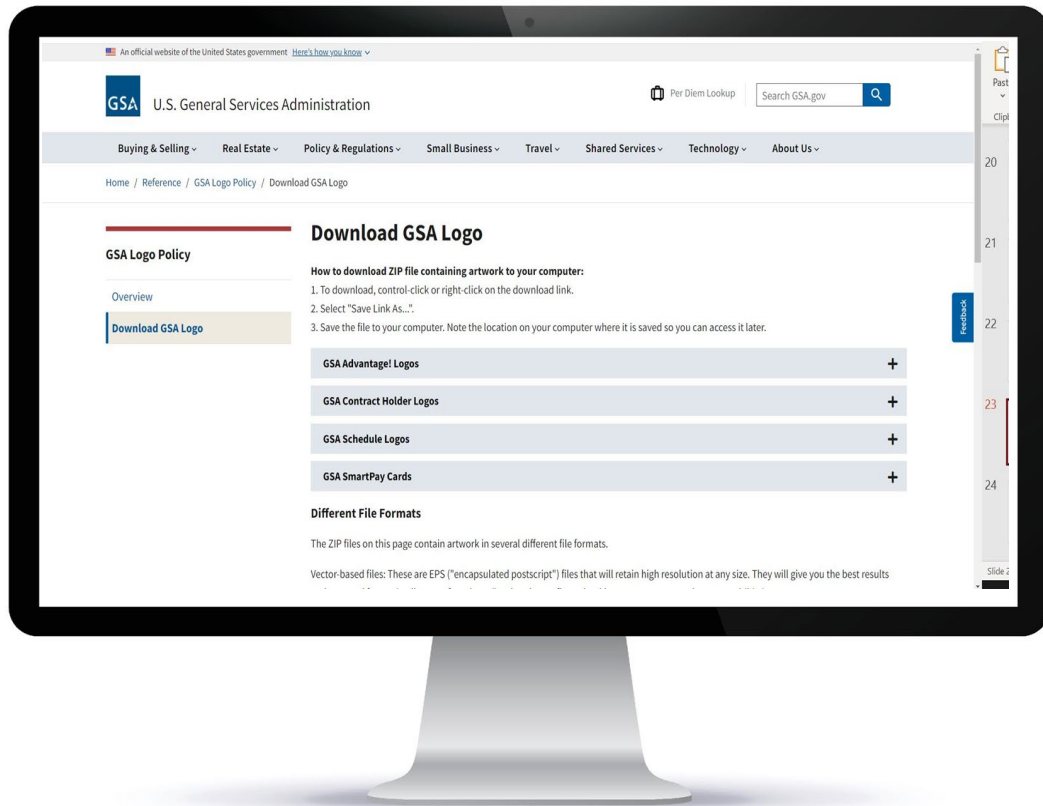
- Prepare, print, and distribute a document called the Federal Supply Schedule (FSS) Price List.
- Keep your price list simple and short.
- Create a one-pager covering only the 26 required points specified in your contract.
- The price list must be distributed to a Customer Mailing List (provided by your Contracting Officer).
- Be sure to include your company brochure and other literature about your product or service when sharing your price list.

GSA Advantage!



- GSA Advantage!® is the online shopping and ordering system that provides access to thousands of contractors and millions of supplies (products) and services.
- Government Buyers can search for the products they need, compare prices, and product information, and place their orders.
- As a GSA Schedule contractor, you are required to submit your electronic company catalog to GSA Advantage! no later than 6 months after your contract award.
- You can submit your electronic company catalog into the GSA Advantage! system, by using the Schedule Input Program (SIP) software, available for downloading at the GSA Vendor Support Center (VSC) web site

Use of the GSA Logo

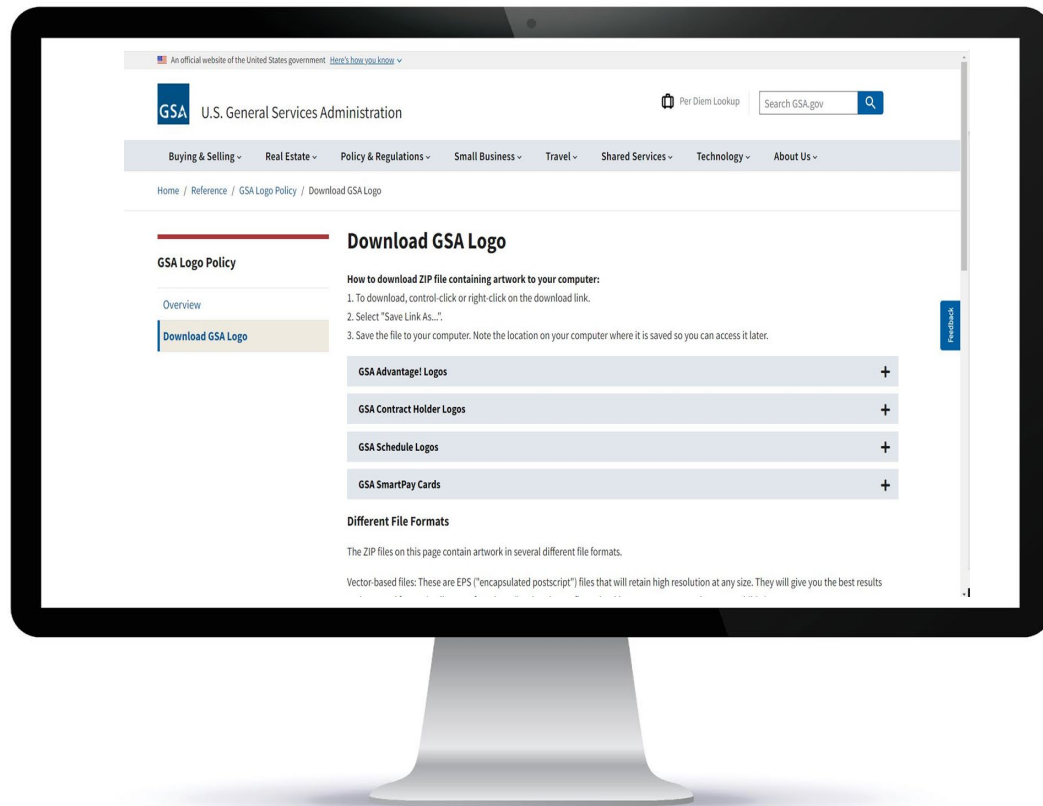


→ Use one of the "GSA Schedule" or "GSA Contract Holder" logos, along with your contract number(s), in your company's marketing materials and brochures.

→ Be sure to also include a GSA logo on your company's home page

www.gsa.gov/logo

Make Your Website GSA Friendly



- Use one of the GSA logos with your contract number on your home page.
- Provide a link from your company's website to your company's product listing on the GSA Advantage! website.
- Establish a special company email for GSA inquiries.
- Use any of the special symbols (e.g., energy-efficient, recycled, environmental items) on your company's website.

Still Have Questions? Contact Your Local Small Business Specialist

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First, go to gsa.gov/osdbu, scroll down to “Small Business Resources,” then select “News, Events, and Contact”

- Training for Small Businesses
- Policy & Regulations
- Follow OSDBU on Twitter or explore other GSA social media
- Video Resources
- News, Events, and Contact
- Find out the latest contract award info at [FBO.gov](https://fbo.gov/).

Last Reviewed: 2020-04-06

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OSDBU EVENTS AND CONTACTS

Events

Events	Date/Time	Location
Veteran Focused Training: GSA's Global Supply Program	Thursday, November 14th, 2019 2:00 pm - 3:00 pm EST	Online
Veteran Focused Training: GSA Global Supply Program	Tuesday, November 19th, 2019 2:00 pm - 3:00 pm EST	Online

Contacts by region

Submit a question

Select Any One Option Below

- Ask a Question or Introduce your Company
- Register for an Event/Meeting and Ask a question
- Register for an Event/Meeting

Thank you for visiting. Please select an option below to ask your question, request a meeting, or register for an event.

GSA U.S. General Services Administration

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Home

Contact information for Small Business Support

This group provides access to GSA's nationwide procurement opportunities through outreach, training and counseling. They are advocates for small and disadvantaged businesses, including woman-owned, veteran-owned, service disabled veteran-owned and Hubzone firms.

Filter by State or Region:

All Locations

Name	Contact Info	Locations	Agency
Charity Ash Procurement Analyst 401 W PEACHTREE ST NW ATLANTA, GA 30308-3510	Phone: 404-215-6856 Email: charity.ash@gsa.gov	AL, FL, GA, KY, MS, NC, SC, TN	General Services Administration
Shannon Banks Supervisory Small Business Specialist 3800 239 S Dearborn St CHICAGO, IL 60603-1425	Phone: 312-353-1100 Email: shannon.banks@gsa.gov	IL, IN, MI, MN, OH, WI	General Services Administration
LaVida Barnes (La Vida) Small Business Specialist 11400 819 TAYLOR ST FORT WORTH, TX 76102-6124	Phone: 817-978-0441 Email: lavidabarnes@gsa.gov	AR, LA, NM, OK, TX	General Services Administration
Janice Bracey Small Business Specialist	Phone: 212-264-1235		

Additional Solutions:



U.S. Small Business
Administration



Association of
Procurement
Technical
Assistance
Centers



**MINORITY BUSINESS
DEVELOPMENT AGENCY**
U.S. DEPARTMENT OF COMMERCE



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www.gsa.gov/events

www.gsa.gov/smallbizresources