DOING BUSINESS WITH GSA

Marketing Your GSA Contract: What You Should Know!

U.S. General Services Administration

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

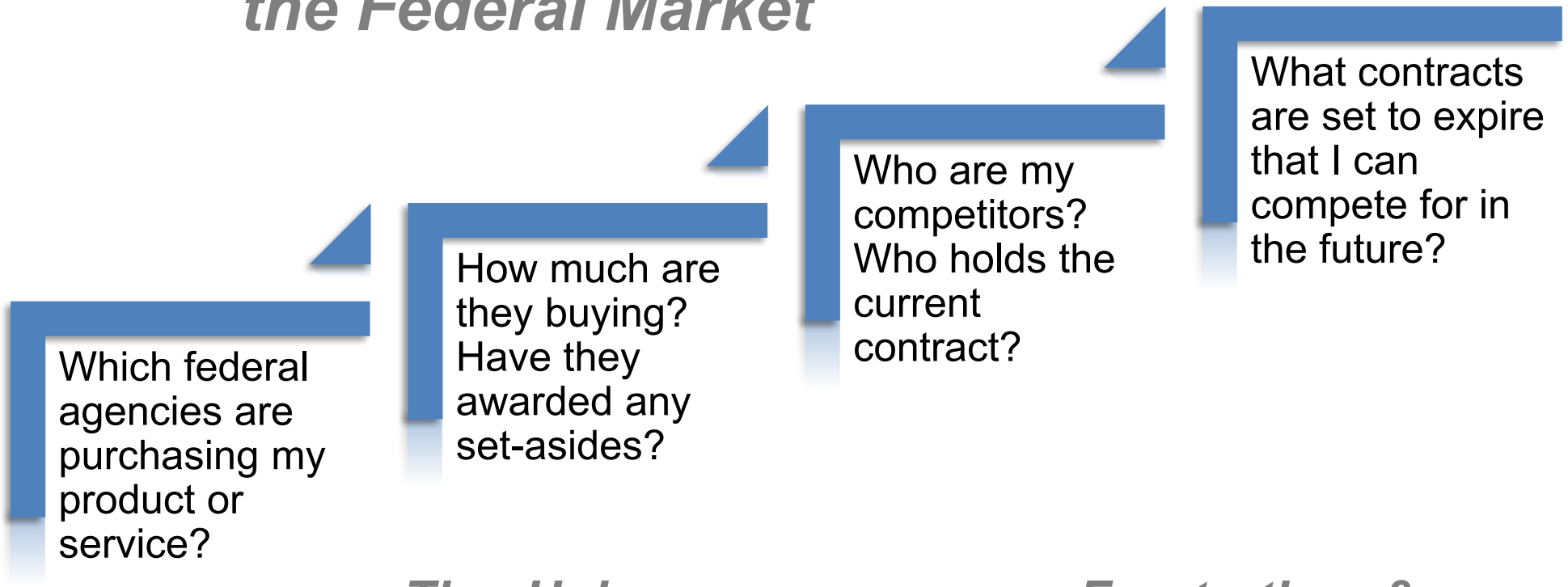
Historically Underutilized Business Zones

We believe in Small Business First.

SMALL BUSINESS FIRST

Marketing Your GSA Contract

Steps to Developing Leads in the Federal Market



The Unknown can cause Frustration & Disappointment

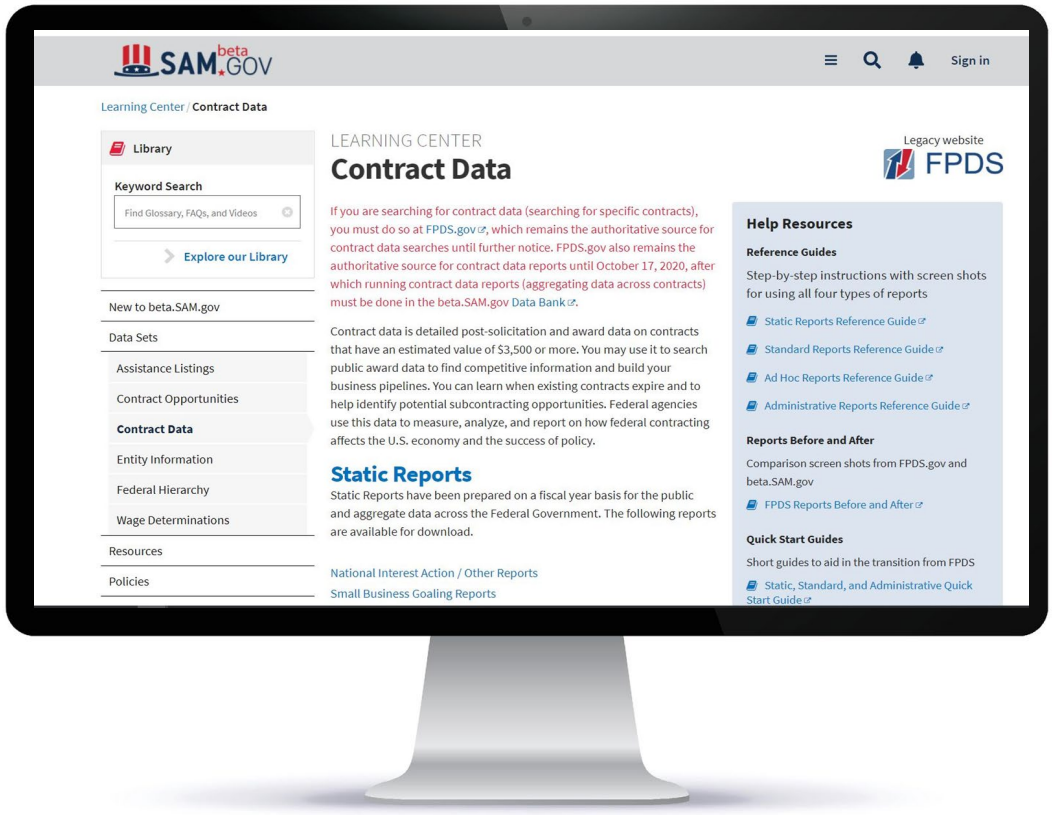
Marketing Your GSA Contract

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:

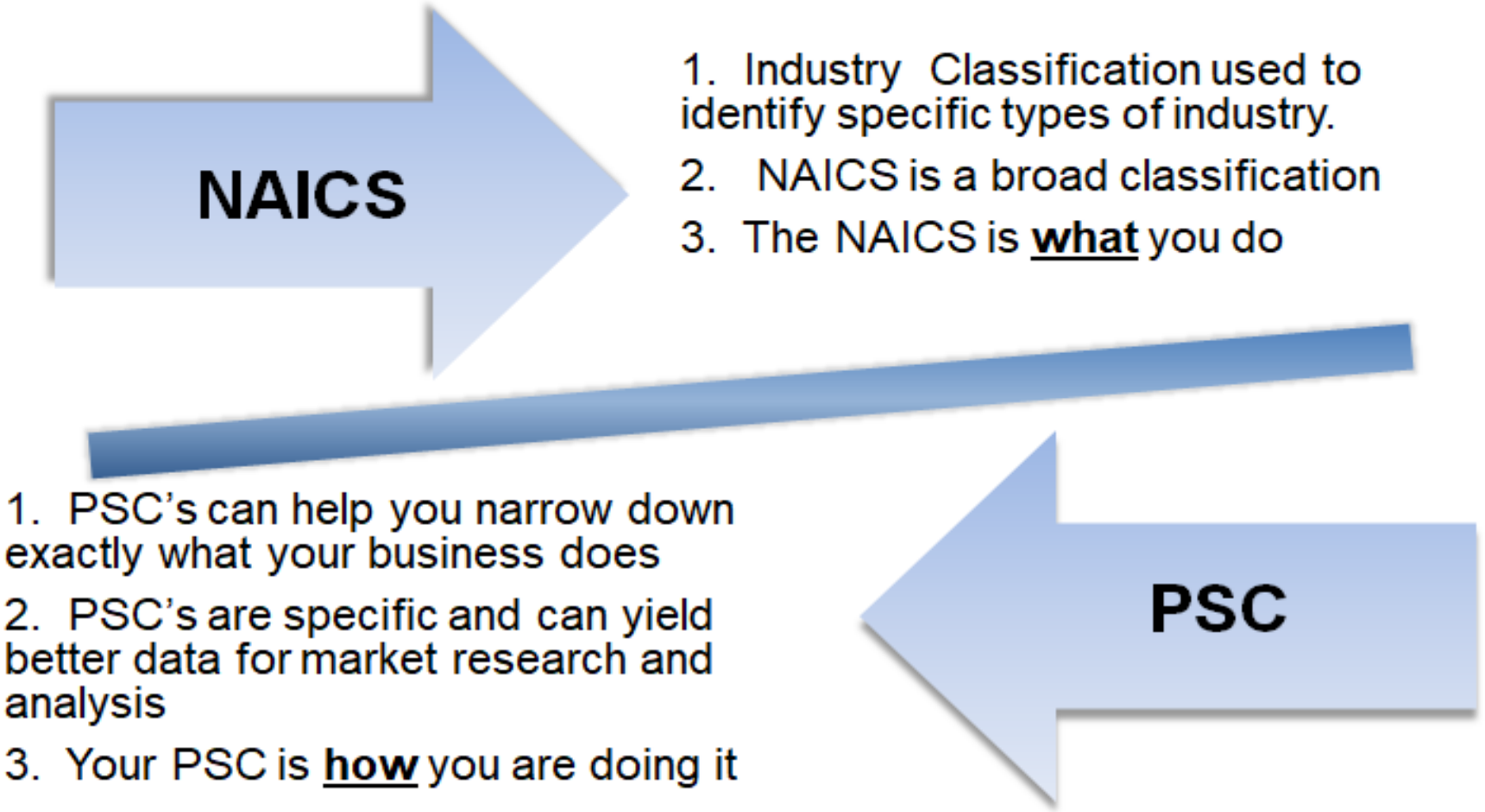
→ Contract actions valued at $10,000. Every contract modification is reported as well

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)



Tools to Conduct Market Research

Utilize these tools for your market research:

GSA eLibrary

- 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

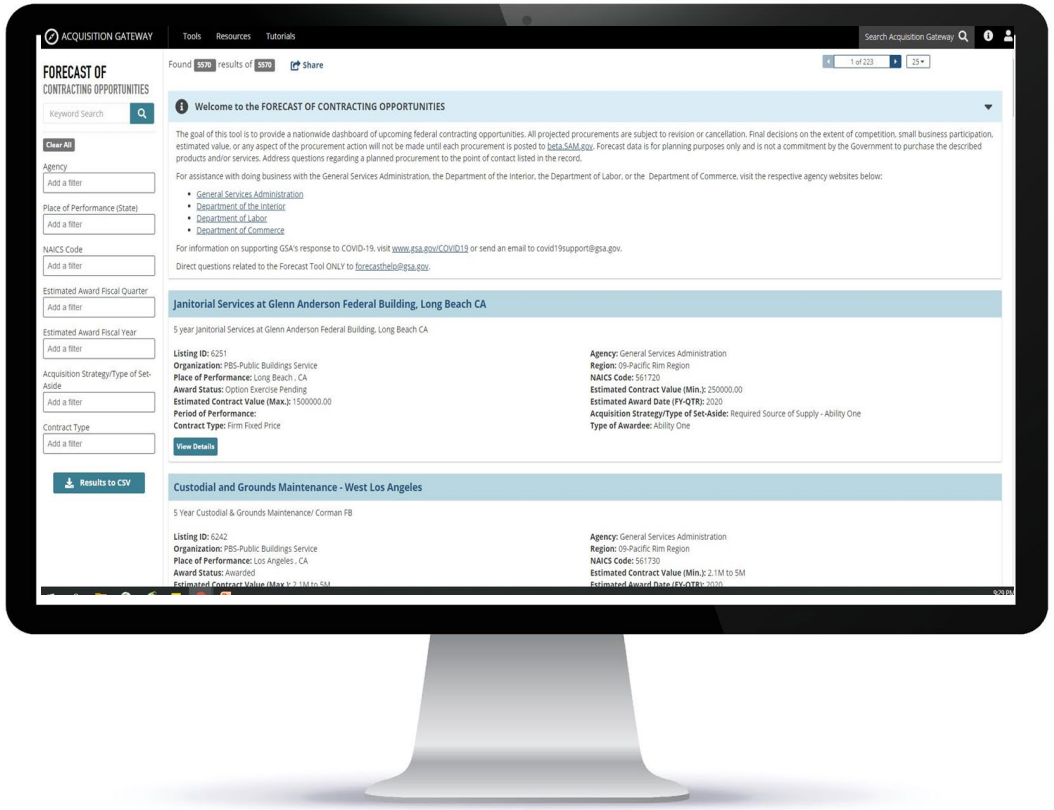
USASPENDING.gov

- 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



Visit: FBF.GOV

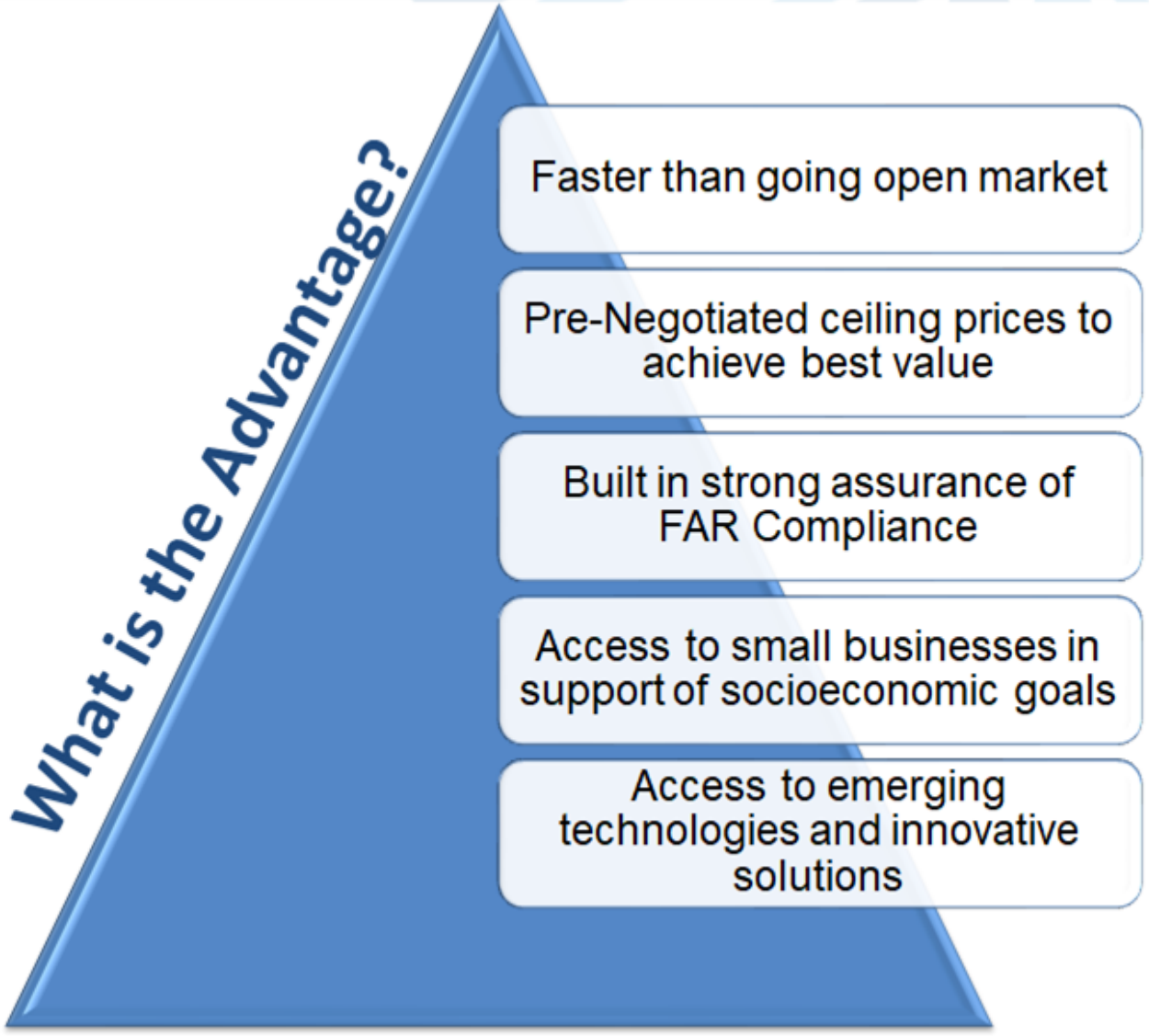
What is the Forecast Tool?

→ Provides forward looking data about future requirements.

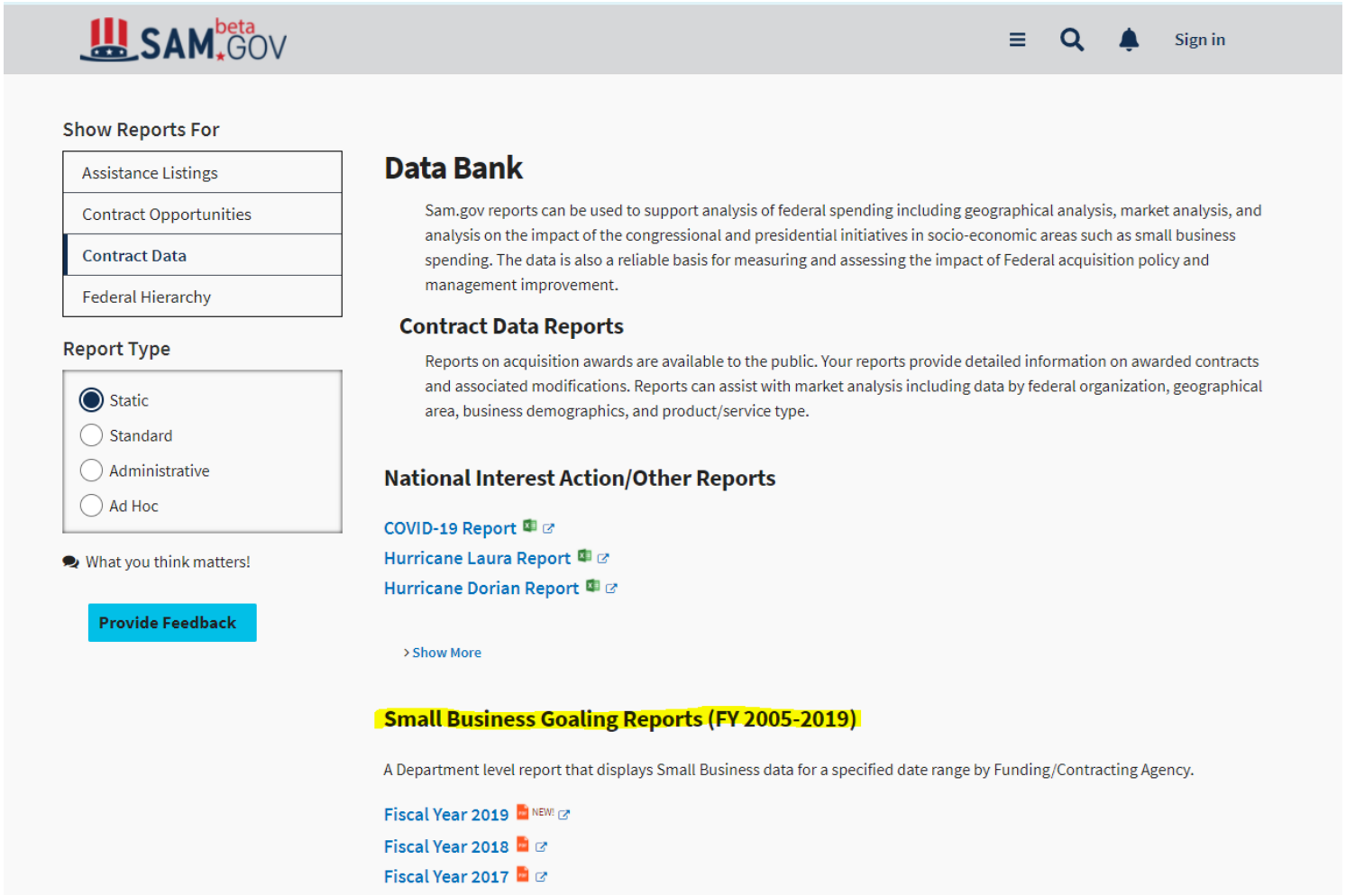
→ Helps you learn about potential prime contracting opportunities

Market Assessment
Target Markets
Competitive Analysis
Regulatory Restrictions
SWOT Analysis
Long & Short Term Strategy
Your Marketing Strategy
1
2
3
4
5
6

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



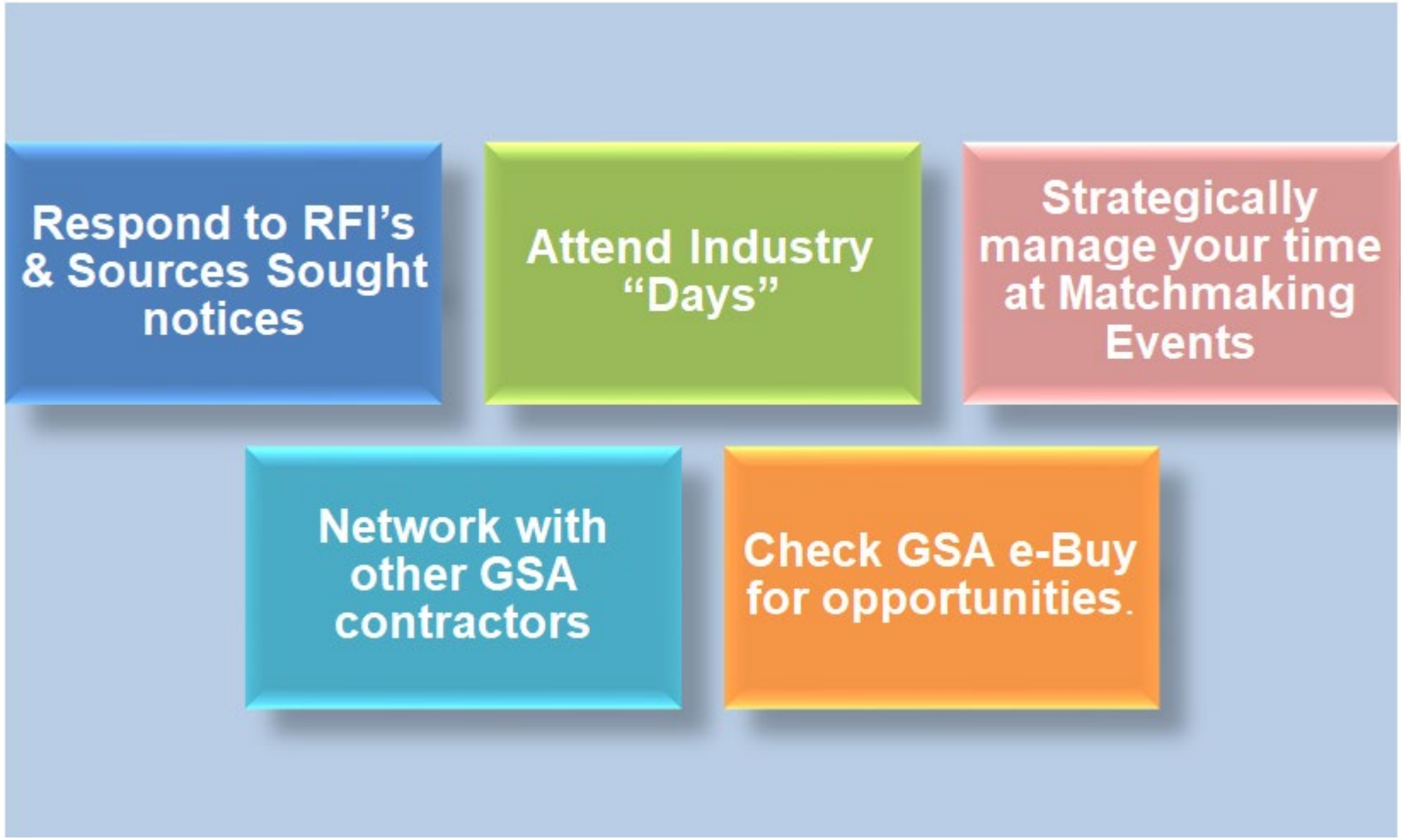
Visit https://beta.sam.gov/reports/awards/static

Upcoming Opportunities
Key Players
Small Business Goals
Budgetary information
Agency Profiles
Competition

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 to find your local CSD.

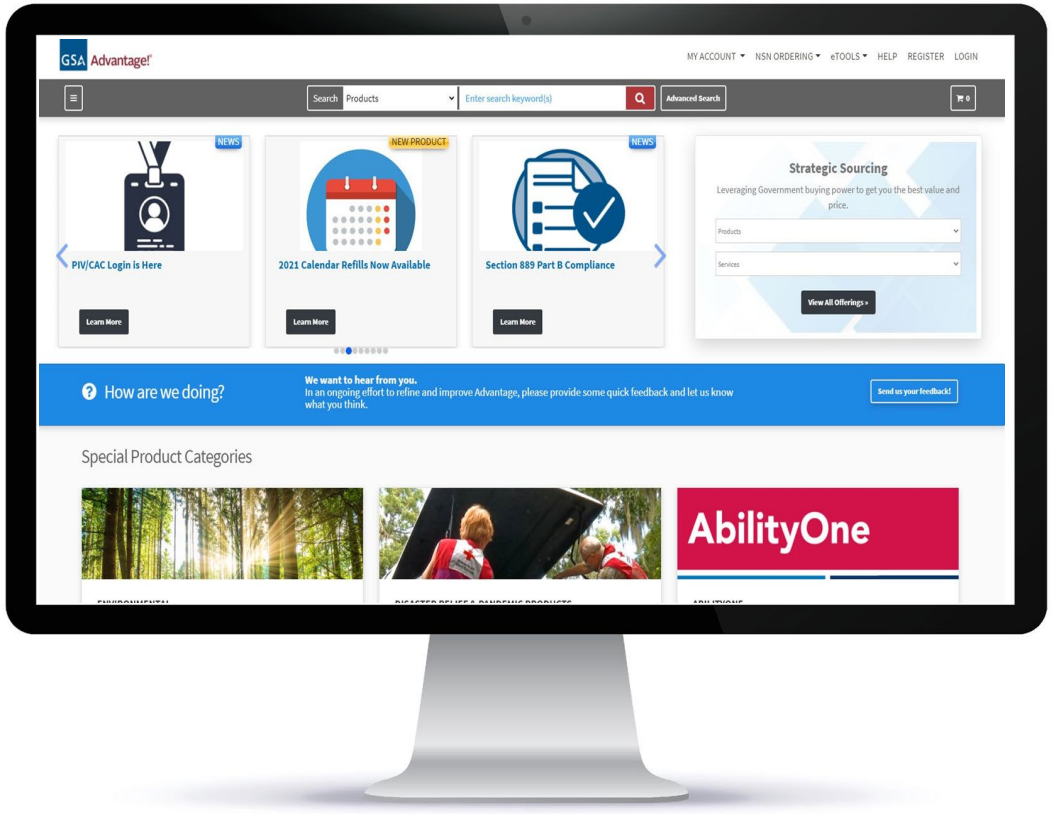
Tips for Success



Federal Supply Schedule Price List

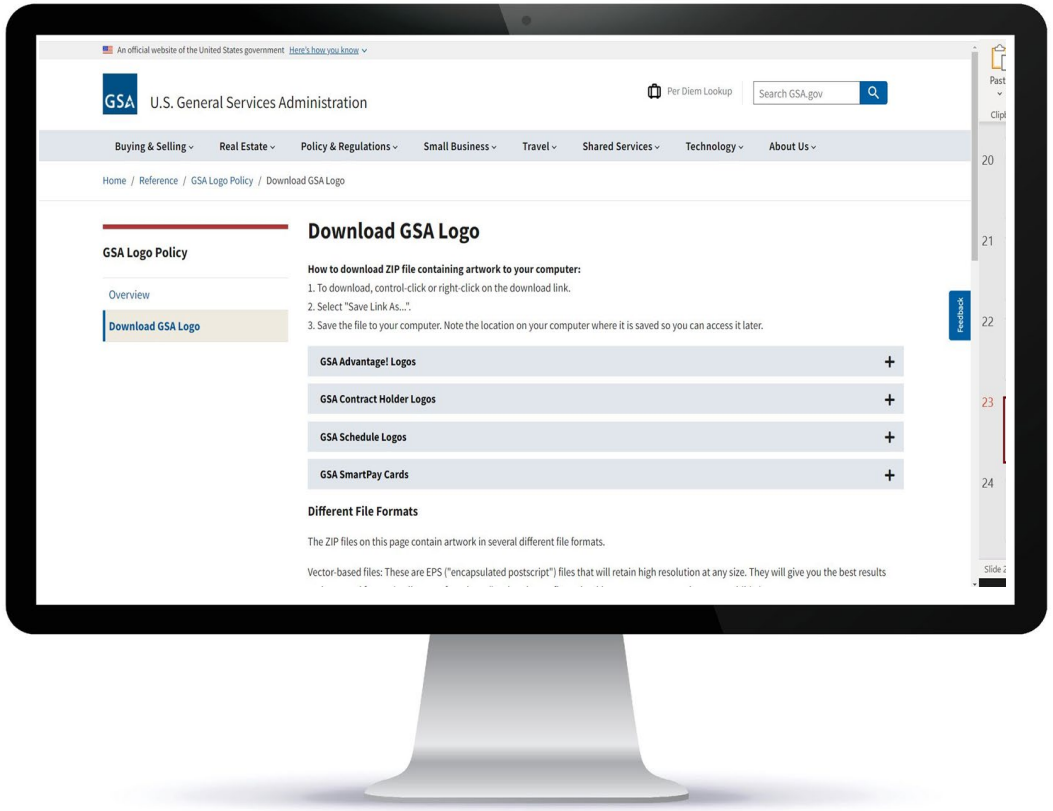
- Prepare, print, and distribute a document called the Federal Supply Schedule (FSS) Price List.
- Keep your price list simple and short.
- Create a one-pager covering only the 26 required points specified in your contract.
- The price list must be distributed to a Customer Mailing List (provided by 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

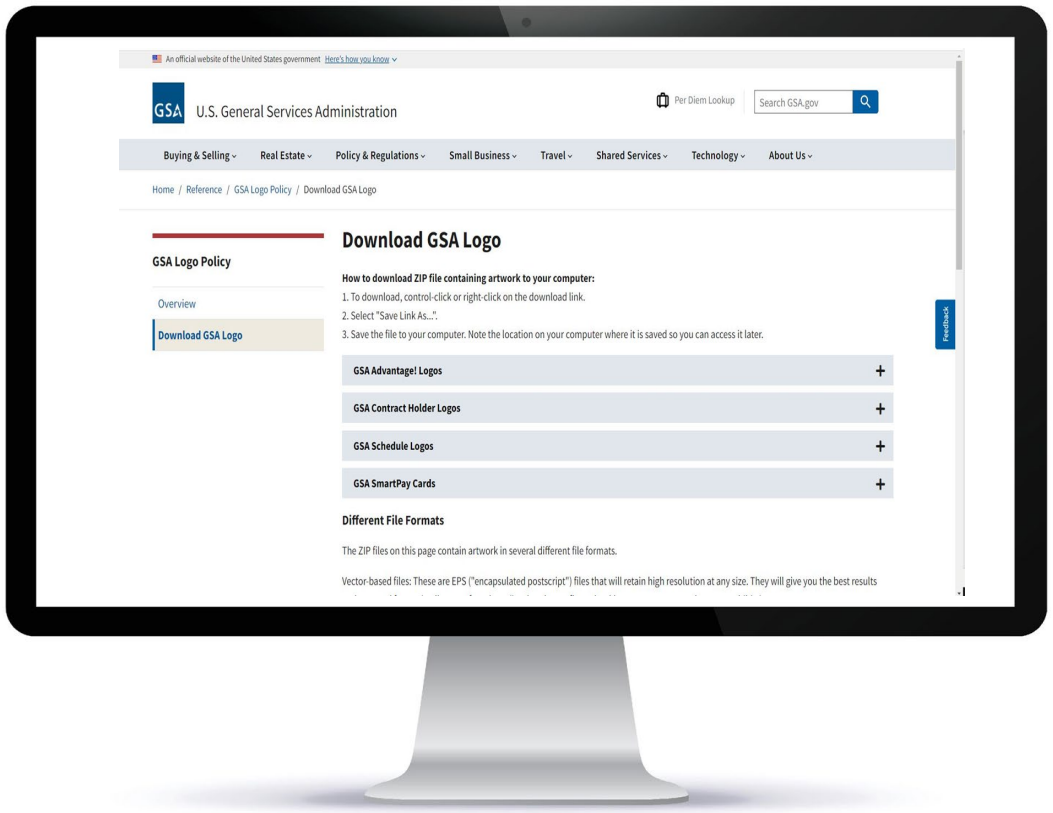
Use of the GSA Logo



- → 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

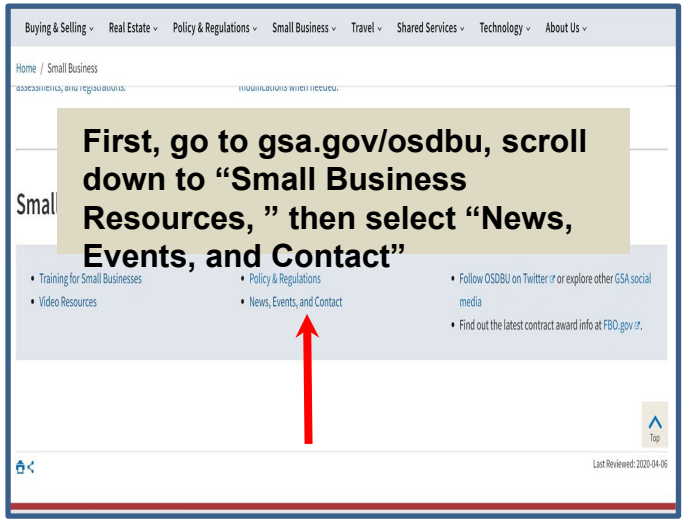
www.gsa.gov/logo

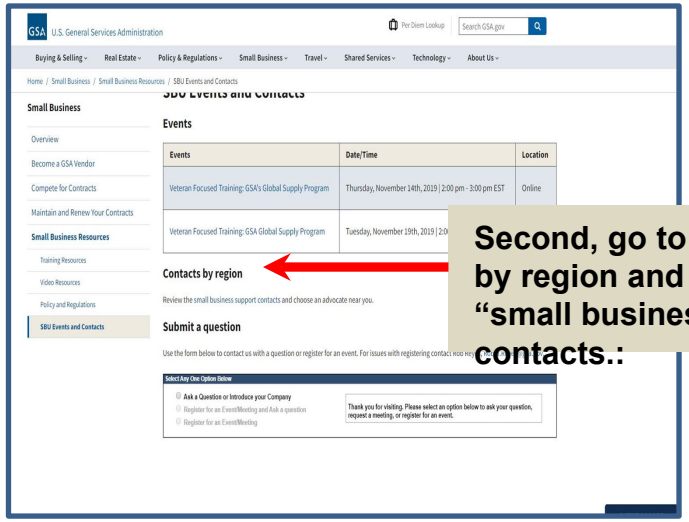
Make Your Website GSA Friendly

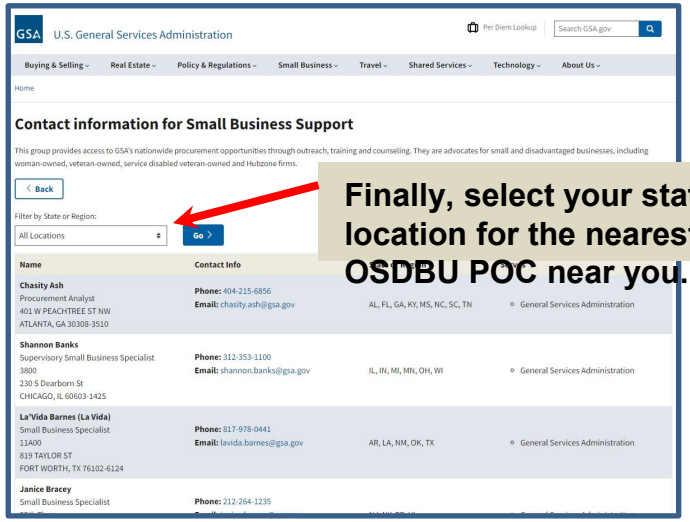


- → Use one of the GSA logos with your contract number on your home page.
- → Provide a link from your company's website to your company's product listing on the GSA Advantage! website.
- → Establish a special company email for GSA inquiries.
- → Use any of the special symbols (e.g., energy-efficient,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

Still Have Questions? Contact Your Local Small Business Specialist







Additional Solutions:

SBA U.S. Small Business Administration

aptac Association of Procurement Technical Assistance Centers

MINORITY BUSINESS DEVELOPMENT AGENCY
U.S. DEPARTMENT OF COMMERCE

GSA DOING BUSINESS WITH GSA

www.gsa.gov/events

www.gsa.gov/smallbizresources