



Data and Marketing

Breakout Session

Quality Partnership Council Meeting
June 10, 2021



Topics

- Track GSA Advantage sales
- Track MAS sales
- Find opportunities
- View past award data

Let's take a POLL!

Track My GSA Advantage Sales



Yes,
you can run reports to track your
[GSA Advantage](#) Online Sales

How?

Track My GSA Advantage Sales

1. Go to: [Advantage Spend Analysis Program \(ASAP\)](#)
2. Run a report for GSA Advantage sales **by contract**
3. The new SIN levels are not avail yet, so run by contract
4. Export to Excel

The screenshot displays the GSA Advantage Spend Analysis Program (ASAP) interface. The main header reads "GSA Advantage Spend Analysis Program (ASAP)" with navigation links for "ASAP Home", "GSA Advantage", "Help", and "Logout". Below the header, the section is titled "CONTRACTOR & SCHEDULE SPEND REPORT" with a note: "These reports will return results for federal agencies based on specific contractor or schedule spend through GSA Advantage. You can export the results to Microsoft Excel."

The interface is divided into three main sections for report configuration:

- Select Date Range:** Includes "From" and "To" date pickers, a "Date format - mm/dd/yyyy" label, and options for "Fiscal" or "Calendar" year selection with "Year" and "Qtr" dropdowns.
- Select Criteria:** Features radio buttons for "Schedule" (selected) and "Contract No.". The "Schedule" option has a dropdown for "All Schedules". The "Contract No." field includes an example: "(Example: GS99F9999F or V123P1234A)".
- Select Agency:** Lists various federal agencies such as "Advisory Commission on Inter-governmental Relations", "Agency for International Development", "American Battle Monuments Commission", "Architect of the Capitol", "Armed Forces Retirement Home", "Central Intelligence Agency", "Commemorative Commissions", "Congress", and "Consumer Product Safety Commission". A note states: "*Hold the Ctrl key to select multiple agencies". There is also a checkbox for "Schedule report for batch processing a".

At the bottom of the main form is a "Submit" button. An "Export" dialog box is overlaid on the right side of the screen, containing the following options:

- File Format:** A dropdown menu currently set to "Microsoft Excel (97-2003) Data-Only".
- Page Range:** A field for specifying page ranges.
- Page Selection:** Radio buttons for "All Pages" (selected) and "Select Pages".
- From:** A text input field.
- To:** A text input field.

An "Export" button is located at the bottom right of the dialog box.

Yes,
you can run reports to track any company's
Multiple Award Schedule (MAS) Sales


How?

Track MAS Sales




Control Panel | Report Builder | SDVOSB - Report Builder | Trends | Contract Performance | HCA R


SSQ+ (Schedule Sales Query)




SSQ+ Report Builder




Sales by Geography



Sales Trends



Contract Performance



HCA Report

Please select criteria from the right Filter Bar to limit the results.
click one of the options above to see details

Data Summary

(for an additional detail select the SSQ+ Report Builder)

		FY		
		Q1	Q2	
Active Contracts	14,176	Total Number of Contracts	15,567	15,697
Total Number of Contracts	18,822	Number of Vendors	13,406	13,387
Number of Vendors	15,546	Change in Sales		(\$344.2M)
Sales Amt	\$79,634.2M	% Change in Sales		-4.3%
		Sales Amt	\$8,090.3M	\$7,746.1M

Create MAS Sales Report with the [Schedule Sales Query \(SSQ\)](#)

- Step 1** Click **Report Builder** along the top of screen
- Step 2** Identify the timeframe at the upper right
- Step 3** Create your filter by going to **Cross Contract Identifiers**
 - Only select the SIN(s) you want to view
 - TIP - uncheck ALL before you search for the SIN you want
- Step 4** Skip any other filters
- Step 5** Go to **Report Options** to build what you want to see in your report
 - Example, contractor name, business size, and contract
- Step 6** Select date type: Quarterly, or by Year, etc
- Step 7** Click **download** in lower right, then click **crosstab**, then click **Excel**
- Step 8** Learn **MORE**: [10 Minute SSQ Instructional Video](#)

Track MAS Sales

Here is a sample SSQ Report Builder download:

		FY 2021			Grand Total
		Q1	Q2		
ABI OFFICE FURNITURE, INC	GS27F014DA	Small Business	\$188,002	\$101,235	\$289,237
ACCESS SUPPLY LLC	GS28F013DA	Small Business	\$191,798	\$42,610	\$234,408
ACORN OFFICE PRODUCTS, LL	47QSCA19D0006	Small Business	\$0	\$895,646	\$895,646
ADAS, LLC	GS28F0026L	Small Business	\$11,194	\$0	\$11,194
ADVANCED OFFICE ENVIRONM	GS27F0006Y	Small Business	\$19,315	\$319,140	\$338,455

Let's take another poll!

Yes,

**you can save searches and receive EMAIL updates with
NEW opportunities!**

How?

**Contract Opportunities
that were once found on FBO.gov
are now on
sam.gov**

**Here is how you create your custom
searches...**

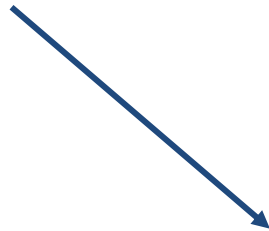
Receive Daily Emails with Saved Searches from [SAM.gov](https://beta.sam.gov) by taking these STEPS

1. To save any searches, first make sure you are first logged into beta.sam
2. Scroll down to “Already know what you want to find? “
3. Click the magnifying glass icon and select Contract Opportunities in the drop-down menu titled, “ select domain”.
4. Enter a desired search term and press the enter key. This can be generic at this point like, “furniture”
5. Enter all other search criteria using the filters in the left panel. (You may use the “Change Filters” option to modify which filters are available). You can uncheck/remove that keyword you started with if it is unnecessary

...Cont'd Receive Daily Emailed Saved Searches from [SAM.gov](https://sam.gov)

6. Click the 3 dots next to the word ACTIONS in the upper right of the search results page. Then click SAVE.
7. Enter a name for the search in the “Search Name” field and click the “Save” button. To view your saved searches, go to the section titled **My Workspace** in the upper right. Then click “Saved Searches.” in your profile section on the right (under your email address.)
8. When viewing your saved search, click ACTIONS: to the right. The drop down menu then offers a choice, "NOTIFY". Select that for emails about new updates to your search results.
9. Email furniture@gsa.gov if you have trouble.

TIP:
For my search, I selected these Notice Types



Notice Type ^

Sources Sought ×
Presolicitation ×
Award Notice ×
Solicitation ×

Find Opportunities

NAICS Code

Example: 621511

337121 - Upholstered Household Furniture Manufacturing ×

337122 - Nonupholstered Wood Household Furniture Manufacturing ×

337124 - Metal Household Furniture Manufacturing ×

337125 - Household Furniture (except Wood and Metal) Manufacturing ×

337127 - Institutional Furniture Manufacturing ×

337211 - Wood Office Furniture Manufacturing ×

337214 - Office Furniture (except Wood) Manufacturing ×

337215 - Showcase, Partition, Shelving, and Locker Manufacturing ×

442110 - Furniture Stores ×

To be safe, I selected both active and inactive status - but I think you may want to only select **ACTIVE** for current needs.

Status


Active

Inactive

TIP: For my furniture search, I selected these NAIC codes



Everyday, I receive this email with updates.



SAM.gov | Saved Search Notification - Furniture Opps

donotreply@sam.gov

Thu, Jun 3, 9:25 PM (19 h)

to me ▾

Dear Kristine Stein,

Your saved searches in **Furniture Opps** has new updates

Click [here](#) to view updated records

Click [here](#) to view entire saved search

This email was sent from SAM.gov

Do you remember the the
“Interested Vendors List” on FBO?

The same function exists on sam.gov

If an agency posting an RFQ or RFI has enabled the
Interested Vendors List (IVL),
a link will be available on the left navigation menu of the
notice. You must be logged in to access this feature.

How to add your company to the “Interested Vendors List”?

- Select the link in the navigation menu, then select “Add me to the Interested Vendors List.”
- To remove yourself from the IVL, follow the same path and select “Remove me from the Interested Vendors List.”
- When you add your entity to the IVL, the entity details from your account will display.
- ***If your account is not tied to an entity, you won't be able to add yourself to the IVL.***
- If the agency has allowed vendors access to view the IVL, other interested vendors will be able to view your entity details.

Our last poll!

GSA Ebuy -- The MAS Request for Quote System

- If you are new to Ebuy, watch the [training](#)
- Everyone should check that their Ebuy profile
- is up-to-date
- Set-up email notifications

ATTN Office Furniture Suppliers Under SIN 33721

Customers NOW send RFIs and RFQs to vendors in certain **sub groups**

You will ONLY be listed under sub groups, if YOU select sub groups in YOUR Ebuy Profile

Have you selected Sub Groups?

Subgroups	
<input type="checkbox"/> Casegoods (Private Offices)	53
<input type="checkbox"/> Desks and Systems Furniture (Workstations)	55
<input type="checkbox"/> Filing and Storage	54
<input type="checkbox"/> Miscellaneous Office Furniture and Accessories	74
<input type="checkbox"/> Seating	79
<input type="checkbox"/> Tables and Collaborative Furniture	82

With USA Spending, you can see FPDS data!

What is FPDS Data?

All federal obligated spend data

It is easy to create a report in

[USA Spending](#)

Follow the steps on the next slide

How to Create your report in [USA Spending](#)

In advance search mode:

- Start creating a filter
- Skip Keyword
- Choose Fiscal Year or a data range for the award data you are seeking
- Under Award Type, click Contracts
- Under Awarding and Funding Agency, you may have an agency or agencies in mind, otherwise skip to see all agency awards
- MORE Steps on next slide...

...Cont'd from previous slide

How to Create your report in [USA Spending](#)

- Skip TAS
- Skip Location - unless you have a location in mind
- Recipient - Is the awarded company/DUNs. Skip or use this if you have a company in mind
- Award Amount - Filter if you have a dollar range in mind - otherwise skip
- Award ID - Skip unless you have an exact contract you are researching
- ****Definitely filter on the NAICs**** you are researching
- Filter on remaining based on your needs
- Submit search and generate your report

Another way to see any award **FAST**

ACTUAL Customer Reported
Obligation Data Can be found
directly in the

Federal Procurement Data System **(FPDS)**

For example...Let's search by a company's DUNS. TIP: Get DUNS from GSA [Elibrary](#). Here is one of our 3D print suppliers...

GS-03F-080CA ▾

PHILLIPS CORPORATION
7390 COCA COLA DR STE 200
HANOVER, MD 21076-1937
410-564-2908
tmc@phillipscorp.com
<http://www.phillipsfederal.com>
003258043

DUNS # fast
reliable search
criteria



For example...

You think a competitor was awarded a contract but you do not know the details. You want to see all customer reported obligations for company X.

What do you do?

You paste the DUNS in [FPDS](#) and click **search**

One of our 3D print suppliers...

**add DUNS
to FPDS
search bar
and hit
enter**



ezSearch

003258043

ezSearch contains procurement data as well as additional NASA data (for exam

Every reported obligation tied to this DUNS appears. Next, you click CSV in upper right and a quick Excel Download happens

Recovery To submit comments, please click here

Search

Result Page: [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) [Next](#) PDF CSV

You must click [here](#) for very important D&B information

List Of Contract Actions Matching Your Criteria		Results 1 - 30 of 5657 as of May 21, 2021 3:49:54 PM		Search Criteria
Award ID (Mod#):	0001 (0) (View)	Award Type:	DELIVERY ORDER	To remove the criteria or a portion of the criteria click the button next to each criteria
Vendor Name:	PHILLIPS CORPORATION	Contracting Agency:	DEPT OF THE NAVY	
Date Signed:	October 07, 2015	Action Obligation:	\$74,887	<input checked="" type="checkbox"/> 003258043
Referenced IDV:	N0016415DWS97	Contracting Office:	NSWC CRANE	
NAICS (Code):	MACHINE SHOPS (332710)	PSC (Code):	MAINT/REPAIR/REBUILD OF EQUIPMENT-METALWORKING MACHINERY (J034)	Sort By
Vendor City:	HANOVER	Vendor DUNS:	003258043	This section allows the user to sort the list of contracts by various fields within the list. For example you can sort the existing contracts by Date Signed or Contracting Agency Name. The sort can be conducted at a time.
Vendor State:	MD	Vendor ZIP:	210761768	
Global Vendor Name:	PHILLIPS CORPORATION	Global DUNS Number:	003258043	Sort Order: <input type="text" value="Descending"/>
Award ID (Mod#):	0003 (0) (View)	Award Type:	DELIVERY ORDER	Relevance
Vendor Name:	PHILLIPS CORPORATION	Contracting Agency:	DEPT OF THE NAVY	Contract Type
Date Signed:	February 25, 2016	Action Obligation:	\$1,800	Agency Code
Referenced IDV:	N0016415DWS97	Contracting Office:	NSWC CRANE	Agency Full Name
NAICS (Code):	MACHINE SHOPS (332710)	PSC (Code):	MAINT/REPAIR/REBUILD OF EQUIPMENT-METALWORKING MACHINERY (J034)	Date Signed
Vendor City:	HANOVER	Vendor DUNS:	003258043	Contracting Agency ID
Vendor State:	MD	Vendor ZIP:	210761768	Contracting Agency Name
Global Vendor Name:	PHILLIPS CORPORATION	Global DUNS Number:	003258043	Department Full Name
Award ID (Mod#):	0003 (0) (View)	Award Type:	DELIVERY ORDER	Action Obligation (\$)

Here's my download. Fast FPDS data in a flash!

Contract ID	Reference IDV	Modification Number	Transaction Number	Award/ID V Type	Action Obligation (\$)	Date Signed	Sol n C
70Z03818FE0000	HSCG3816D800002	P00002		0 DO Delive	(\$38.00)	20-May-21	
GS03F080CA		PS0039		0 FSS Federa	\$0.00	17-May-21	
GS03F080CA		PS0038		0 FSS Federa	\$0.00	6-May-21	
70Z03821FK0000	70Z03819DK000000	P00003		0 DO Delive	\$5,363.00	6-May-21	
70Z03821FK0000	70Z03819DK000000	P00001		0 DO Delive	\$0.00	6-May-21	
GS03F080CA		PS0037		0 FSS Federa	\$0.00	3-May-21	
2031JG20F00203	2031JG20D00004	P00002		0 DO Delive	\$0.00	22-Apr-21	
70Z03821FK0000	70Z03819DK000000	P00002		0 DO Delive	\$2,624.50	14-Apr-21	
70Z03821FK0000	70Z03819DK000000	P00001		0 DO Delive	(\$6,863.00)	13-Apr-21	
70Z03821FK0000	70Z03819DK000000		0	0 DO Delive	\$4,580.00	8-Apr-21	
80NSSC21P1393		P00001		0 PO Purcha	\$0.00	8-Apr-21	
15F06721P0002997		P00001		0 PO Purcha	\$0.00	6-Apr-21	
15F06721P0002997			0	0 PO Purcha	\$11,420.00	2-Apr-21	
80NSSC21P1393			0	0 PO Purcha	\$59,763.50	31-Mar-21	
GS21F052RA		PSA826		0 FSS Federa	\$0.00	24-Mar-21	

Three
MUST DO
Marketing
TIPS

TIP 1 Create a prominent GOVERNMENT or GSA area on your website.

When customers conduct market research, they go to commercial websites. You want to make it easy for them to see your GSA offering there.

TIP 2 Consider creating a GSA catalog or dedicate pages to your GSA products. Share this on your website.

Tip 3 Use the GSA logo on your website! [Download it](#)



Go to the [GSA Vendor Support Center Toolbox](#).

Click the marketing tab in the upper right for more ideas and links!

Join the [QPC LinkedIn group](#) for news, etc.

Need Help?
Email us
furniture@gsa.gov