Data and Marketing
Breakout Session

Quality Partnership Council Meeting
June 10, 2021

Topics

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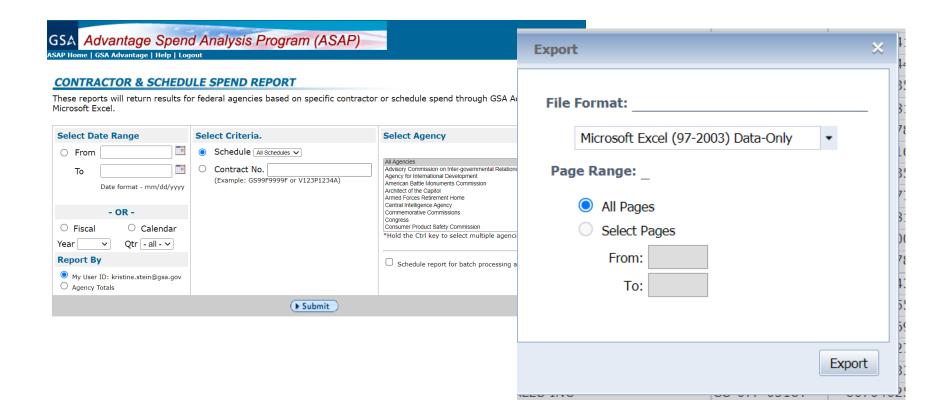- View past award data

Let's take a POLL!

Yes,

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

How?

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

Yes,

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

How?

Track MAS Sales

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		
			Q1	Q2	
					Grand Total
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
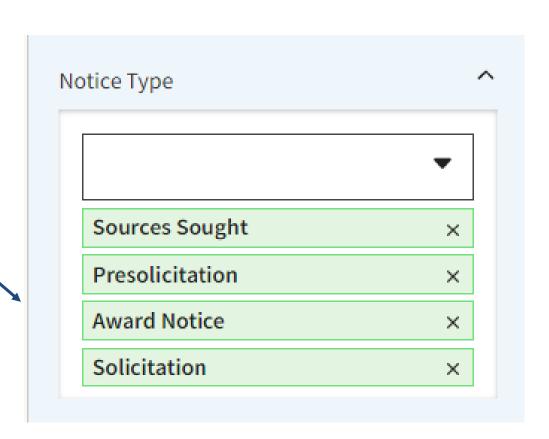[sam.gov](sam.gov)**

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

Receive Daily Emails
with Saved Searches from [SAM.gov](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](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 ✕

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 ×

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

**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

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](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	
☐ Casegoods (Private Offices)	53
☐ Desks and Systems Furniture (Workstations)	55
☐ Filing and Storage	54
☐ Miscellaneous Office Furniture and Accessories	74
☐ Seating	79
☐ 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 <u>USA Spending</u>

- 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
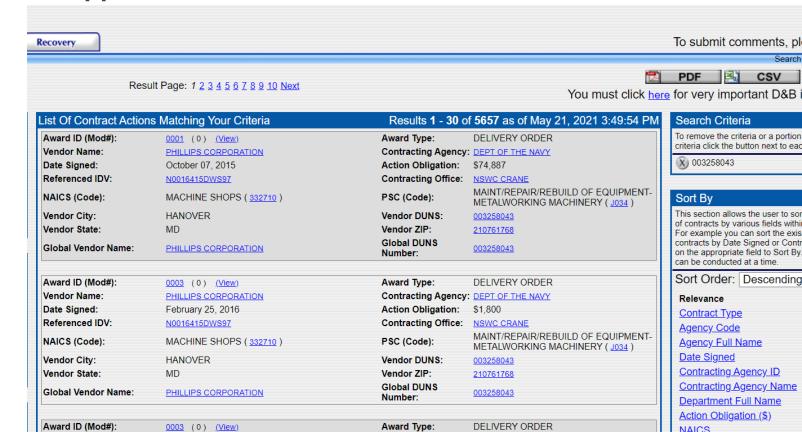
One of our 3D print suppliers…

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

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

Contract ID	Reference IDV	Modification Number	Transaction Number	Award/IDV Type	Action Obligation (	Date Signed	Sol n D
70Z03818FE00000	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	
70Z03821FK00000	70Z03819DK000000	P00003	0	DO Delive	$5,363.00	6-May-21	
70Z03821FK00000	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	
70Z03821FK00000	70Z03819DK000000	P00002	0	DO Delive	$2,624.50	14-Apr-21	
70Z03821FK00000	70Z03819DK000000	P00001	0	DO Delive	($6,863.00)	13-Apr-21	
70Z03821FK00000	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	
GS21F052BA		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