



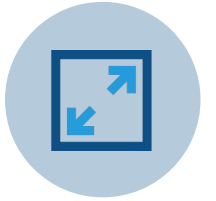
FEDERAL ACQUISITION SERVICE  
**INDUSTRY  
PARTNER**  
SYMPOSIUM  

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**2023**

Growing a Diverse, Resilient Government Marketplace

# Session 2.3: Steps to Success Taken by a New Federal Government Contract Holder



**Bounce Quarry**  
Industry Relations Manager  
U.S. General Services Administration

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New Contract Holders | Track 2

# Agenda

- Introduction
- Know Your Customer
- Marketing
- Category Management
- Industry Strategies Wrap Up
- Resources
- Demonstration Forecast of Contracting Opportunities Tool/Awards Exploration Tool
- Questions

# Know Your Customer

- **Federal Agency Customers**
  - Military and Civilian Agencies
  - GSA Schedules Program Cooperative Purchasing Program State and Local
- **Develop a Federal Marketing Plan**
  - Know Each Agencies Unique Mission
  - Create a marketing plan unique to each federal agency

# Marketing to Customers

- **Registered and Certified**
  - Make sure you have a the necessary SB qualifications
- **Identify Potential Contracting Opportunities**
  - SAM.gov
  - Agency Forecast Data
    - Forecast of Contracting Opportunities Tool
    - Agency Recurring Procurement Forecasts
- **Conduct Market Research**
  - SAM.gov Databank
  - USA Spending.gov
  - Category Management Tools and Dashboards

# Respond to Pre-Award Notices

- **Request for Information**

- Tool to help establish requirements for acquisitions
- Response can influence direction of acquisition
- Early in the acquisition process
- Ask Questions

- **Sources Sought Synopsis**

- Used to identify businesses capable of providing requirement (small businesses)
- Potential for Small Business Set-Aside

# Keep Information Up to Date

- **Make Sure all Point of Contact (PoC) Information is Up to Date**
  - Price List, Authorized Negotiator, Website, eLibrary, eBuy
- **If Awarded GSA MAS Contract Keep Price List Updated**
  - Capabilities Statement
  - Discounts
  - PoC

# Category Management

- **Goals**

- Deliver Saving, Value and Efficiency
- Eliminate Contract Redundancies
- Meet Government Small Business Goals
  - [OMB Memo M-22-03](#)

- **Tiers of Spend**

- Tier 0
  - Contract dollars not fitting into any other Tier
- Tier 1
  - Agency-Wide Mandatory Solutions
- Tier 2
  - Multi-Agency Solutions
- Tier 3
  - Government-Wide Best in Class (BiC) Solutions



# Industry Strategies

- There will not be one definitive supplier profile
- An agency profile should change based upon who you are talking to
- Compare where you are this fiscal year to where you were in the past
- Market Research
- Look at Competitors
- Subcontracting Opportunities, Teaming Arrangements
- Connect with your SBA/OSDBU Office
- Respond to RFIs/Sources Sought
- Attend federal agency hosted webinars and live events
- Register for blog sites (GSA Interact), social media
- Respond to federal agency hosted surveys, information gathering

# Resources

- [Category Management dashboards](#)
- [BUY.GSA.GOV](#)
  - GSA Interact
  - Forecast of Contracting Opportunities Tool
  - Procurement Technical Assistance Centers
  - SAM.GOV Data Bank
    - Create reports of federal contracting activity
  - Schedule Sales Query
- [Government Contracting Factsheets](#)
- [GSA Small Business Support Contacts](#)
- [Category Management Information](#)
- [GSA FEDSIM/Industry](#)

# Live Demo

## Live Demo

Forecast of Contracting Opportunities Tool / Awards Exploration Tool

# Questions

Questions?

FEDERAL ACQUISITION SERVICE  
**INDUSTRY  
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SYMPOSIUM**  
**2023**



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