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!
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

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

- Conduct Market Research
- Identify Target Agencies
- Lead Generation & Business Development Process
- Develop a Marketing Strategy
- Refine your Approach
- Develop a Strategic Plan
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.
What is needed to Run Data Reports? Your Product Service Code (PSC)

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.
Tools to Conduct Market Research

Utilize these tools for your market research:

- Latest GSA contract award information
  - [https://www.gsaelibrary.gsa.gov](https://www.gsaelibrary.gsa.gov)
- Assess your competition
- 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
- Provides federal agency spending priorities and also budgetary information
- FPDS serves as the source of USApending.gov contracts data.

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
Your Marketing Strategy

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

- Upcoming Opportunities
- Key Players
- Small Business Goals
- Budgetary Information
- 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

- Respond to RFI’s & Sources Sought notices
- Attend Industry “Days”
- Strategically manage your time at Matchmaking Events
- Network with other GSA contractors
- Check GSA e-Buy for opportunities.
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

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

Finally, select your state location for the nearest OSDBU POC near you.

Second, go to contacts by region and select “small business support contacts.”
Additional Solutions: