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

SSQ+ (Schedule Sales Query)

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

<table>
<thead>
<tr>
<th>FY</th>
<th>Q1</th>
<th>Q2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Number of Contracts</td>
<td>15,567</td>
<td>16,697</td>
</tr>
<tr>
<td>Number of Vendors</td>
<td>13,406</td>
<td>13,387</td>
</tr>
<tr>
<td>Change in Sales</td>
<td>($344.2M)</td>
<td>-4.3%</td>
</tr>
<tr>
<td>% Change in Sales</td>
<td>$8,090.3M</td>
<td>$7,746.1M</td>
</tr>
</tbody>
</table>

Active Contracts | 14,176 |
Total Number of Contracts | 18,822 |
Number of Vendors | 15,546 |
Sales Amt | $79,634.2M |
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
Here is a sample SSQ Report Builder download:

<table>
<thead>
<tr>
<th>Company</th>
<th>Code</th>
<th>Industry</th>
<th>FY 2021</th>
<th>Q2</th>
<th>Grand Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABI OFFICE FURNITURE, INC</td>
<td>GS27F014DA</td>
<td>Small Business</td>
<td>$188,002</td>
<td>$101,235</td>
<td>$289,237</td>
</tr>
<tr>
<td>ACCESS SUPPLY LLC</td>
<td>GS28F013DA</td>
<td>Small Business</td>
<td>$191,798</td>
<td>$42,610</td>
<td>$234,408</td>
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<tr>
<td>ACORN OFFICE PRODUCTS, LLC</td>
<td>47QSCA19D0006</td>
<td>Small Business</td>
<td>$0</td>
<td>$895,646</td>
<td>$895,646</td>
</tr>
<tr>
<td>ADAS, LLC</td>
<td>GS28F0026L</td>
<td>Small Business</td>
<td>$11,194</td>
<td>$0</td>
<td>$11,194</td>
</tr>
<tr>
<td>ADVANCED OFFICE ENVIRONM</td>
<td>GS27F0006Y</td>
<td>Small Business</td>
<td>$19,315</td>
<td>$319,140</td>
<td>$338,455</td>
</tr>
</tbody>
</table>
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 by taking these STEPS

1. To save any searches, first make sure you are first logged into beta.sam.gov.
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.
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

- Sources Sought
- Presolicitation
- Award Notice
- Solicitation
TIP: For my furniture search, I selected these NAICS codes.

To be safe, I selected both active and inactive status - but I think you may want to only select ACTIVE for current needs.
Everyday, I receive this email with updates.

SAM.gov | Saved Search Notification - Furniture Opps

donotreply@sam.gov

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 
“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?
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...
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…

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
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!

<table>
<thead>
<tr>
<th>Contract ID</th>
<th>Reference IDV</th>
<th>Modification Number</th>
<th>Transaction Number</th>
<th>Award/ID Type</th>
<th>Action Obligation</th>
<th>Date Signed</th>
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<tbody>
<tr>
<td>70Z03818FE000000</td>
<td>HSCG3816D800002</td>
<td>00002</td>
<td>0</td>
<td>DO Deliver</td>
<td>($38.00)</td>
<td>20-May-21</td>
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<tr>
<td>GS03F080CA</td>
<td>PS0039</td>
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<td>GS03F080CA</td>
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<tr>
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<tr>
<td>70Z03821FK00000C</td>
<td>70Z03819DK000000C</td>
<td>0</td>
<td>0</td>
<td>DO Deliver</td>
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<td>80NSSC21P1393</td>
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<td>15F06721P0002997</td>
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<td>0</td>
<td>FSS Federals</td>
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<td>24-Mar-21</td>
</tr>
</tbody>
</table>
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](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**