



# Marketing Strategies and Techniques for Small Business GSA Schedule Contract Holders

**National  
Capital Region  
Small Business Utilization Office**

# Who uses GSA Schedules?

- Executive & Other Federal Agencies
- Mixed-Ownership Government Corporations (FDIC, Federal Home Loan Banks, etc.)
- The District of Columbia
- Cost Reimbursable Government Contractors authorized in writing by a Federal agency (48 CFR 51.1)
- State and Local Government (Cooperative Purchasing)
- Domestic and Worldwide

# Prerequisites for Marketing:

- Define your Niche
- Conduct Market Research – You can not market successfully with out conducting market research
- Learn the Rules – FAR
- Narrow your focus
- Create a Business Plan for federal contracting

# Market Research

- **Who are my customers** – All government agencies and other authorized users can order from the GSA Schedule **but** “All agencies” is not a focus
- Focus on one or two agencies to start your market research

# Who buys want I/we sell?

**Consider the following resources to conduct market research:**

IT Dashboard

- <http://it.usaspending.gov>

Federal Business Opportunities

- <https://www.fedbizopps.gov>

Federal Procurement Data System

- <https://www.fpds.gov>

Acquisition Central

- [https://www.acquisition.gov/comp/procurement\\_forecasts/index.html](https://www.acquisition.gov/comp/procurement_forecasts/index.html)

# Questions for your Marketing Plan

- **Who are we?/What are our business strengths?  
– Weakness**
- **Where do we want to go?**
- **What is attainable now?**
- **What/Who will help me meet my goals?**
- **What is my budget for exploring?**
- **What is the final outcome?**

# How agencies make purchases

## Solicitation Procedures

- Simplified Acquisitions – FAR 13
- Small Business Set-asides – FAR 19, FAR 6
- Sealed bids – FAR 14
- Negotiated Proposals – FAR -12,13, & 15
- Full and Open Competition – FAR 6

## GSA Schedule –FAR 8.404

The Federal Acquisition Regulation (FAR) provides guidance for all these acquisition methods

# How agencies make purchases GSA Schedules

Often the preferred method

FY 2010 GSA Multiple Award  
Schedule IT 70 sales reached over  
**\$16 Billion**

*\*Total FY 2010 Schedule Sales – \$38 Billion – IT  
70 received 42% of all schedules sales*

# How does GSA- NCR utilize Schedule 70

- Sales:
- E-buy:
- GSA Advantage:
- <https://web.itss.gsa.gov/Login> GSA IT- Solutions Shop:  
\*\*\*registration is a must if you want to respond to  
FAS – Assisted Acquisition Services opportunities

# IT-Solutions Shop

Schedule Sales Query Step 2 OF 3 - Windows Internet Explorer provided by General Services Administration

IT-Solutions Shop - Login - Windows Internet Explorer provided by General Services Administration

https://web.itss.gsa.gov/Login

File Edit View Favorites Tools Help

IT-Solutions Shop - Login

**GSA IT-Solutions Shop**

[Guide Me](#) • [Site Help](#) • [Contact Us](#) • [Need Assistance](#)

Username  Password

[New User Registration](#) [Forgot Password?](#)

\*\*\*\*\* WARNING \*\*\*\*\*  
 This is a U.S. General Services Administration Federal Government computer system that is "FOR OFFICIAL  
 I agree to the above terms

**Login**

**Welcome to the IT Solutions Shop**

IT-Solutions Shop (ITSS) is an online, web-based purchase order system designed to facilitate the development of delivery and purchase orders within FAS programs. ITSS provides convenient access to a centralized work environment where orders are submitted, processed, and awarded.

**System Announcements**

Last updated: 01/14/2011 08:06:58 AM

Video Tutorials for GWAC Contractors click [here](#).

Video Tutorials for GWAC Ordering Contracting Officers click [here](#).

Important information regarding session expirations and popup blockers can be found [here](#).

**Directory**

**Registration** : [Client](#), [Contractor](#), [GSA](#), [Registering for Clients or Contractors](#)  
**IT-Solutions** : [Overview](#), [Web site](#), [Browser Requirements](#), [Firewall issues](#), [Help Lite - Vendors](#), [Help Lite - Clients](#)  
**GSA Information** : [About GSA](#), [GSA Regions](#), [Public Building Svc](#)  
**Program Information** : [Office of IT-Solutions](#), [GSA - GWACs](#), [FAS](#), [CONNECTIONS](#), [FEDSIM](#), [Agency-wide Interagency Agreement](#)

This is a U.S. General Services Administration Federal government computer system that is "For Official Use Only."  
[Privacy Statement](#)

Trusted sites 100%

# Locating Buyers

- <https://www.fbo.gov/> – Advanced Search
  - Pre-solicitation, Sources Sought, Solicitation/Synopsis
  - Agency Forecast, Digest bulletins,
  - Legislation, GAO Reports: (<http://www.gao.gov/browse/topic>) , and  
OIG Reports: (<http://www.treasury.gov/about/organizational-structure/ig/Pages/by-date-2011.aspx> )
  - News reports- Federal Times, WSJ, local publications

# Know your customers purchasing practice

- **Research/Customer Base**
  - Current
  - Potential
  - Request
  - Other sources
  - Cost/Discounts
  - Benefit
  - Success?
- **Use FedBizOpps and eBay to research what current needs request for RFI/Sources Sought, recent contracts**
- **Use [https://www.acquisition.gov/comp/procurement\\_forecasts/index.html](https://www.acquisition.gov/comp/procurement_forecasts/index.html) to view potential opportunities**

# Market Research - Federal Business Opportunities

Home - Federal Business Opportunities: Home - Windows Internet Explorer provided by General Services Administration

https://www.fbo.gov/

File Edit View Favorites Tools Help

Home - Federal Business Opportunities: Home

FEDBIZOPPS.GOV Federal Business Opportunities

Home Getting Started General Info Opportunities Agencies Privacy

Search more than **19,400\*** active federal opportunities.

Posted Date: Last 90 Days Set-Aside Code: Any

Type: Any

- Any
- Presolicitation
- Combined Synopsis/Solicitation
- Sources Sought
- Modification/Amendment/Cancel
- Sale of Surplus Property
- Special Notice
- Foreign Government Standard
- Award Notice
- Justification and Approval (J&A)
- Intent to Bundle Requirements (DoD-Funded)

Keyword / Solicitation #: Agency

Search Additional criteria and multiple selections

**Buyers / Engineers**

Government users may post, manage, and award opportunities.

Username Password Login

- View Opportunities
- Register Now
- Password Reminder
- Recovery FAQs

No login is required to view opportunities.

**Vendors** and citizens may search, monitor, and retrieve opportunities.

Username Password Login

- Find Opportunities
- Register Now
- Password Reminder
- Recovery FAQs

No login is required to view opportunities.

**RECOVERY**

FBO now contains Recovery and Reinvestment Act actions.

SEARCH RECOVERY OPPORTUNITIES

SEARCH RECOVERY AWARDS

FBO RECOVERY REPORTS

- Click here for Opportunities
- Click here for Awards

Click here to learn more.

USER GUIDES

- Buyer
- Vendor
- Engineer
- Location / Agency Admin

Use Adobe Acrobat Reader to view files in PDF format.

DEMONSTRATION VIDEOS

Watch demonstration videos designed to familiarize you with the features and functionality of the new FBO.

Watch the Videos

https://www.fbo.gov/?s=opportunity&tab=searchresults&mode=list&filt=rec\_na

Start CA... FED Desk IBM Lotus ... 3 Internet ... Marketing Pres... Microsoft Pow... Unknown Zone (Mixed) 100%

9:21 AM Monday

Search for opportunities, set-asides, sole source, pre-solicitations, and Special notices

Search for Recovery opportunities and awards

# Seek/Create Federal Opportunities

- <http://www.gsa.gov/smbusforecast>  
**Forecast (Updated)**
  - NAICS Code
  - Title
  - State
- **Cold Calling**
  - Authority to Purchase
  - Contact Information
  - Quarterly/Biannual Updates
  - Emails as follow-up only
- **Conference Attendance**
  - Set Goals
  - Anticipate potential partners – not just buyers
  - Determine Needs
  - Network, Network, Network
- <https://www.acquisition.gov/>
  - Portal to view all agencies Forecast Opportunities
  - View agencies web sites and Small Business web pages

# Utilizing Information Effectively

- **Consider different mailing list**
  - **General – Any and everybody**
  - **Potential – High Probability**
  - **Direct – responsive/sure thing**
- **Contact Steps**
  1. **Letter/Postcard (Intro)**
  2. **Phone Call (details)**
  3. **Follow-up**
- **Follow-up Often/Sincere**
  - **Postcards**
  - **Email**
  - **Seasonal Greetings**
- **Update Annually**
  - **Points of Contact (POC's)**
  - **Numbers**
  - **Address**
  - **General or Direct List**
  - **Pricing**
  - **GSA Data Sites**
    - **e-library**
    - **GSA Advantage!**

Acquisition Central - Windows Internet Explorer provided by General Services Administration

Acquisition Central - Windows Internet Explorer provided by General Services Administration

File Edit View Favorites Tools Help

https://www.acquisition.gov/ General Services Administration, Acquisition... Live Search

Acquisition Central

Environment About IAE | Acquisition Systems | News Room | For Buyers | For Sellers | For Citizens | Acquisition Workforce | AcqNet

## ACQUISITION CENTRAL

Emergency Contracting Information

Welcome to ACQUISITION CENTRAL, the web site for the federal acquisition community and the government's business partners. From this site you can access shared systems and tools to help you conduct business efficiently.

ACQUISITION CENTRAL is hosted by IAE (Integrated Acquisition Environment), the E-Gov Initiative that is streamlining the federal acquisition process. Acquisition Central is here to help every member of the acquisition community by providing one website for all things acquisition. From here you can learn about regulations, systems, resources, opportunities, and training.

This website was designed to create an easily navigable resource to share the efforts of IAE as it works to achieve its vision of more efficient and transparent practices through better use of information, people, processes and technology. Users are encouraged to contact us to let us know if you have found the website useful or to offer comments on how utility can be improved.

### Public Disclosure of Justification and Approval (J&A) Documents

Justification and Approval (J&A) documents can be found at [www.fedbizopps.gov](http://www.fedbizopps.gov)

### Access the Federal Acquisition System Requirements. [Accessible Version]

### Central Contractor Registration (CCR) Extracts

Publicly Releasable; under the Freedom of Information Act (FOIA)

Let us know how we can make FPDS more useful to you. Provide Feedback to FPDS2009 >>>

### Contractor Performance Evaluations

### Quicklinks

- Federal Acquisition Regulation (FAR)
- Acquisition Advisory Panel (SARA Panel)
- Acquisition Center of Excellence (ACE) for Services
- Agency Supplemental Regs
- Civilian Agency Acquisition Council (CAAC)
- Code of Federal Regulations
- Federal Register
- General Services Acquisition Manual (GSAM)
- IDA Ustad Award
- Multiple Award Schedules Advisory Panel (MASAP)
- FPDS-NG Newsletters
- Office of Federal Procurement Policy (OFPP)
- Regulations.gov
- 7 Steps to Performance Based Services Acquisition Guide
- NAICS (North American Industry Classification System)
- Product Service Code Manual
- Federal Agency Procurement Forecasts
- Emergency Contracting

AbilityOne

Catalog for Federal Domestic Assistance (CFDA)

Central Contractor Registration (CCR)

Excluded Parties List System (EPLS)

Electronic Subcontracting Reporting System (eSRS)

Federal Business Opportunities (FBO)

Federal Agency Registration (FedReg)

Federal Procurement Data System (FPDS)

Financial Management Service (FMS) Treasury Offset Program (TOP)

Online Representations and Certifications Application (ORCA)

Past Performance Information Retrieval System (PPIRS)

Small Business Administration (SBA)

VETBIZ.gov

Wage Determinations Online (WDOL)

Internet 100%



### Agency Recurring Procurement Forecasts:

HOME PAGE	Select an Agency
	<b><i>agency home pages</i></b>
SMALL BUSINESS INFORMATION	Select an Agency
BUSINESS OPPORTUNITIES	Department of Agriculture
	Department of Commerce
	Department of Defense
	Department of Education
	Department of Energy
PROCUREMENT FORECAST	Department of Health and Human Services
	Department of Homeland Security
	Department Housing and Urban Development
	Department of the Interior
	Department of Justice
	Department of Labor
	Department of State
	Department of Transportation
	Department of the Treasury
	Department of Veterans Affairs
	Agency for International Development
	Environmental Protection Agency
	Federal Emergency Management Agency
	General Services Administration
	National Aeronautics & Space Administration
	Nuclear Regulatory Commission
	Office of Personnel Management
	Small Business Administration
	Social Security Administration
	U.S. National Archives and Records Admin

# Company Introduction

- **Letter: Who, What, Where (about the company)**

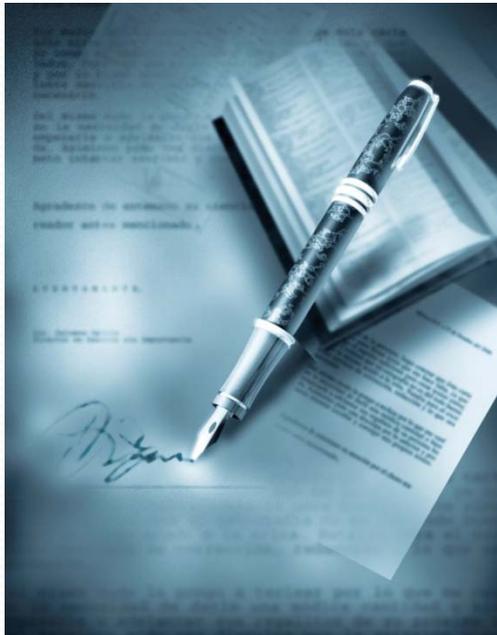
(avoid starting your Introductions – We are a Small Business. Talk about what your company does well)

- **Phone Call: Who, When, How Much (potential customer)**
- **Follow –Up: Card, Email, Letter (quarterly update)**

**GOAL:** Visibility, Familiarity, Integrity, Trust, Confidence

# Responding to an RFQ/Sources Sought

## FedBizOpps, eBay, GSA Advantage or ITSS



- **Decide and Notify**
  - Yes I will be participating
  - No, I will not
- **Respond in order**
- **Not clear, then ask questions**
- **Respond to all parts**
- **Follow Directions**
- **Describe your process and unique values**
- **Spell Check and Grammar Check**
- **Be Neat**
- **Group Review before submission**

# How to DEAL??????

- **Rejected Bids**
- **Unable to fulfill contract**
- **Cannot submit an offer/respond to an RFQ**
- **Upset the Contracting Officer**
- **Not meeting sales criteria**
- **Nothing seems to be working**

## More Support

- **11 Regional GSA OSBU**  
<http://www.gsa.gov/smallbizsupport>
- **OSDBU for all agencies**  
<http://www.osdbu.gov>
- **Procurement Technical Assistance Centers**  
<http://www.aptac-us.org>
- **Customer Service Directors**  
<http://www.gsa.gov/portal/content/100813>

# Utilize All Marketing Tools

- <http://www.gsa.gov/logo>
- Use images on **GSA Advantage!**®
- Attend large conferences like the GSA EXPO
  - <http://www.expo.gsa.gov>
  - <http://www.gsa.gov/events>
- Attend outreach sessions designed just for small business - **Access to Success (East coast), Opening Doors (West coast)**
- Come prepared to ask questions and get contact information
- Invest in FedBizOpps

# Know Your GSA Schedule Contract Terms



- **Warranty**
- **Delivery**
- **Discounts**
- **Authorized Dealers**
- **Quantity Discounts**
- **Service Agreements**
- **Expiration Date**
- **Option Year Requirements**

**Give copies to your employees!!!**

## Alternative Fuel Vehicles

### Vehicle Buying

(703) 605-CARS

Fax (703) 605-9868

# The Green Initiative

## Green Power

Mark Ewing

(202) 708-9296

Jerard Butler

(202) 401-0855

## Waste Reduction and Recycling

Energy Conservation Branch - NCR

(202) 708-9010

Edward Crandell

(202) 708-6777

## Green Purchasing

FAS Assisted Acquisition Services

- NCR

(202) 708-8100

NCR Safety, Environmental and

Fire Protection (NCR PBS)

(202) 708-5236

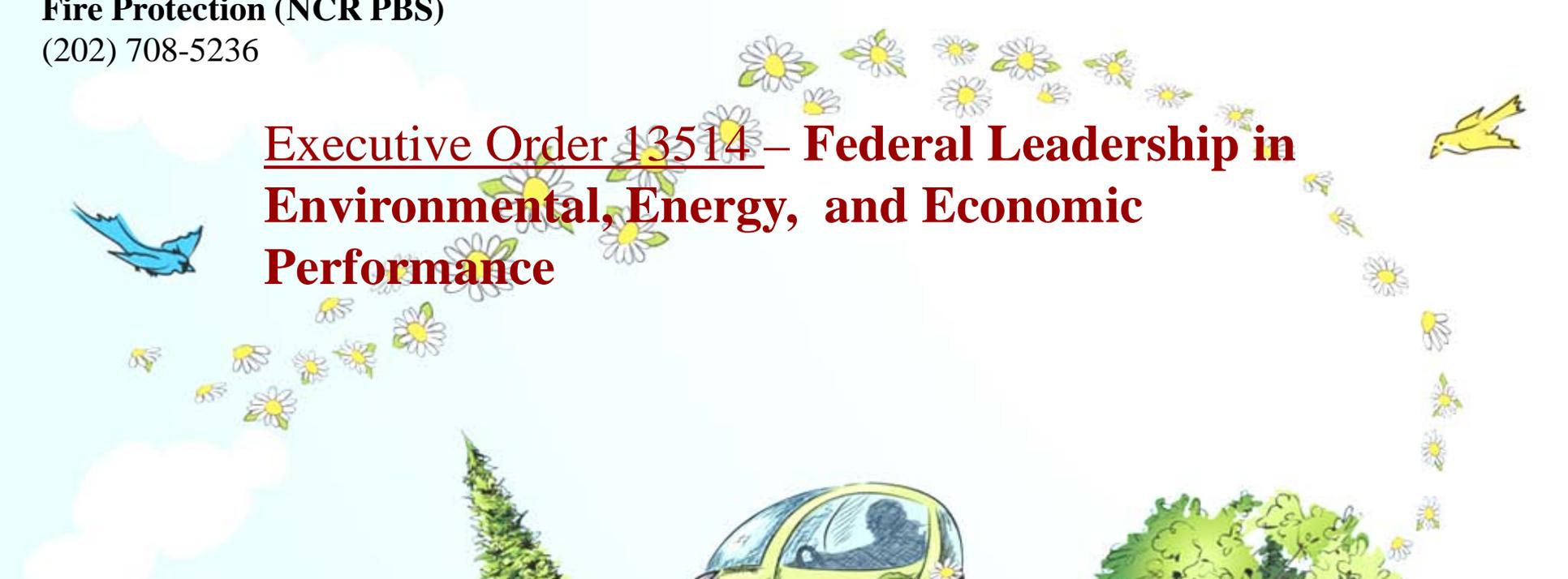
## Environmental Program

Office of Applied Science

(202) 219-1522

Fax (202) 219-0784

Executive Order 13514 – **Federal Leadership in  
Environmental, Energy, and Economic  
Performance**



# Questions & Answers





**National Capital Region  
Small Business Utilization Center**

**<http://www.gsa.gov/ncrsmallbusiness>**

**[shaunta.johnson@gsa.gov](mailto:shaunta.johnson@gsa.gov)**

**Judith Stackhouse-Jordan**

**[judith.stackhouse@gsa.gov](mailto:judith.stackhouse@gsa.gov)**

**Deirdre White-Randall**

**[deirdre.white@gsa.gov](mailto:deirdre.white@gsa.gov)**