

Another Perspective on Marketing

MSC Industry Days
Seattle August 31, 2011

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Business Procurement Assist. Center
Wisconsin PTAC



**Most GSA or Government
Marketing Strategies
are either**

*Reactive
or
Proactive*

Reactive Marketing Strategies

- ☑ GSA's eBuy
- ☑ FedBizOpps (FBO)
- ☑ USAspending.gov



GSA e-Buy

Review,
Respond,
&
Follow-up

GSA eBuy GSA Adv

Welcome

GSA's latest e-Business innovation, *eBuy*, is an electronic Request for Quote (RFQ) / Request for Proposal (RFP) system designed to allow government buyers to request information, find sources, and prepare RFQs/RFPs, online, for millions of services and products offered through GSA's Multiple Award Schedule (MAS) and GSA Technology Contracts. Government buyers can use eBuy to obtain quotes or proposals for services, large quantity purchases, big ticket items, and purchases with complex requirements.

Section 863
New FAR Rule change Impacting FAS Acquisition Vehicles

[All About e-Buy](#) [e-Buy Training](#)

<p>Government Buyers</p> <p>Please enter your GSA Advantage! Membership User ID and Password.</p> <p>User ID <input type="text"/></p> <p>Password <input type="password"/></p> <p><input type="button" value="Login"/></p> <p>Register for a User ID and Password</p> <p>I Forgot my User ID and/or Password.</p>	<p>GSA Contractors</p> <p>Please enter your Contract number and Password as provided by the Vendor Support Center.</p> <p>Contract Number <input type="text"/></p> <p>(Example: GS99F9999F, V123P1234A, or GS00T07NSD1234)</p> <p>Password <input type="password"/></p> <p><input type="button" value="Login"/></p> <p>Forgot Your Password? Please contact the VSC at 1-877-495-4849 or e-mail us at vendor.support@gsa.gov.</p>
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✓ Fedbizopps.gov (FBO)

The screenshot shows the FedBizOpps.gov website interface. At the top, there is a navigation bar with links for Home, Getting Started, General Info, Opportunities, Agencies, and Privacy. The main content area features a search bar with the text "Search more than 34,000* active federal opportunities." Below this are several filters: Posted Date (Last 90 Days), Set-Aside Code (Any), Place of Performance (Any State or Territory), Type (Any), and Agency. A "Search" button is located below the filters. To the right of the search area, there are sections for "RECOVERY" (with links for "SEARCH RECOVERY OPPORTUNITIES" and "SEARCH RECOVERY AWARDS"), "FBO RECOVERY REPORTS" (with links for "Click here for Opportunities" and "Click here for Awards"), "SMALL BUSINESS EVENTS" (with links for "Learn more" and "search now"), and "USER GUIDES" (with links for "Buyer", "Vendor", "Engineer", and "Location / Agency Admin"). At the bottom left, there are login options for "Buyers / Engineers" and "Vendors / Citizens", each with fields for Username and Password, and a "Login" button. A "Register Now" link is also present for each user type.

✓ Good place for market research

✓ Mandatory posting site for all contracting opportunities over \$25K

✓ The key: DRILL down to agency level

✓ Currently, 127 agencies post to FBO

✓ Each Agency has multiple offices &

✓ Each offices can have many locations

✓ USAspending.gov

Example: Prime Award & YR 2011



Agency	Total Dollars ▼
Department of Defense	\$367.0B
Department of Energy	\$25.7B
Department of Health and Human Services	\$19.1B
General Services Administration	\$18.1B
Department of Veterans Affairs	\$16.1B
National Aeronautics and Space Administration	\$16.1B
Department of Homeland Security	\$13.6B
Department of State	\$8.1B
United States Agency for International Development	\$6.7B
Department of Justice	\$6.5B
Department of the Interior	\$6.1B
Department of Agriculture	\$6.1B
Department of the Treasury	\$6.0B
Department of Transportation	\$5.7B
Department of Commerce	\$3.9B
All other agencies	\$2.3B
Department of Labor	\$2.2B
Department of Education	\$1.8B
Environmental Protection Agency	\$1.7B
Department of Housing and Urban Development	\$1.6B
Social Security Administration	\$1.4B
Office of Personnel Management	\$1.3B
National Science Foundation	\$428.8M
Nuclear Regulatory Commission	\$209.4M
	\$143.2M

2010 FEDERAL CONTRACT DOLLARS BY AGENCY

Drill down to find top NAICS, Agencies, Contractors, etc.

No pre-registration required.

Good for locating Federal/DOD Agencies by State.

Example: Total of 2010 Dept. of Energy contracts for Washington State

Contracts Data Only

Top 5 Prime Award Type of Contracts Used

1. Cost Plus Award Fee	\$2,143,336,296	
2. Cost Plus Incentive	\$945,374,435	
3. Firm Fixed Price	\$10,328,674	
4. Cost Plus Fixed Fee	\$8,694,452	
5. Time and Materials	\$8,577,175	

Top 5 Prime Award Products or Services Sold

1. Environmental Sciences -- Basic Research (R&D)	\$914,996,831	
2. Operation of Government-Owned Facilities -- Restoration of real property	\$741,373,930	
3. Construction of Structures and Facilities -- Government-Owned Contractor-Operated (GOCO) R&D Facilities	\$689,847,362	
4. Maintenance, Repair or Alteration of Real Property -- Waste Treatment and Storage Facilities	\$461,881,339	
5. Nuclear -- Management and Support (R&D)	\$250,958,211	

Top 5 Prime Award Contractors

1. BATTELLE MEMORIAL INSTITUTE INC	\$914,881,591	
2. BECHTEL GROUP, INC.	\$689,847,362	
3. URS CORPORATION	\$522,828,365	
4. CH2M HILL COMPANIES, LTD.	\$455,805,495	
5. LOCKHEED MARTIN CORPORATION	\$245,204,916	

Top 5 Contract Sub-awardees

1. A.W. SCHELL ELECTRICAL SERVICES INC.	\$2,577,850	
2. RAILWORKS TRACK SYSTEMS, INC	\$2,235,322	
3. PROGRAM FOR APPROPRIATE TECHNOLOGY IN HEALTH	\$1,924,694	
4. WHIDBEY SUN & WIND, LLC	\$371,497	
5. KRIEG CONSTRUCTION, INC.	\$214,870	

Proactive Marketing Strategies

- ☑ **Government Registration Websites**
 - Central Contractor Registration (CCR)
 - Dynamic Small Business Search (DSBS)

- ☑ **Researching Other Contractors**
 - SSQ & FPDS

- ☑ **Target Market Research**
 - Agencies in your “backyard”, their website details, forecasts

- ☑ **GSA Marketing Materials**
 - Capability statement, case studies & project photos
 - Your website & Elevator Pitch

- ☑ **GSA Logos**

Government Registration Websites

CCR

- Required by law
- NAICS codes
- For ALL businesses
- Used by Government & Prime Buyers
- A marketing tool

DSBS

- Not Required, optional
- NAICS codes & MORE
- For small businesses ONLY
- Used by Government & Prime Buyers
- *GREAT* marketing tool

Central Contractor Registration

The screenshot shows the Central Contractor Registration (CCR) website. At the top, there is a navigation bar with links for CCR Home, CCR Search, Federal Agency Registration, News, Release Notes, Request Data Access, and Help. Below this is a secondary navigation bar with links for Contractors, Grantees, International Registrants, Small Businesses, Security Notes, and 599,647 Active Registrants. The main content area is divided into several sections:

- Quick Links:** Dynamic Small Business Search, ORCA, SBA, Request DUNS Number, Federal Business Opportunities.
- SCHEDULED MAINTENANCE:** CCR and FedReg may be unavailable Tuesday, July 20, 2010 between 21:00 and 23:59 EDT as we go through our scheduled monthly maintenance. We apologize for the inconvenience.
- Welcome to Central Contractor Registration (CCR):** Central Contractor Registration (CCR) is the primary registrant database for the U.S. Federal Government. CCR collects, validates, stores and disseminates data in support of agency acquisition missions. [Learn more about CCR Policy and Background.](#)
- Log in to CCR:** A login form with fields for User ID and Password, a Log In button, and links for [Forgot Password](#) and [Forgot User ID](#).
- Create New Registration:** A [Start New Registration](#) button and a link for [What You Need to Register International Registrants](#). A note states: "Note: New registrations usually take 3-5 business days to process once completed by the vendor."
- CCR Registrations Over Time:** A line graph titled "CCR Registrations Choosing Contracts, Grants, or Both Over Time" showing data from 5/15/09 to 7/15/10. The Y-axis ranges from 0 to 35,000. Three lines are plotted: Contracts (red), Grants (green), and Contracts and Grants (blue). The Contracts line is the highest, followed by Grants, and then Contracts and Grants. A caption below the graph says "Click the image to see full size."
- CCR News and Announcements:** A list of recent news items:
 - 07/01/2010 - [CCR Release 4.10.2.1 Implemented July 7](#)
 - 06/23/2010 - [Disaster Response Contractors](#)
 - 06/23/2010 - [SIC Codes will be going away in CCR](#)A link for [View more Headlines](#) is provided at the bottom.

✓ Take the time to review your CCR data

✓ Make sure the marketing contacts listed in your CCR are familiar with your GSA contract

✓ List all NAICS codes for your services

Business SBA Profiles are listed in - Dynamic Small Business Search (DSBS)

Goods / Services	<input checked="" type="checkbox"/>
Financial	<input checked="" type="checkbox"/>
Points of Contact	<input checked="" type="checkbox"/>
Proceedings	<input checked="" type="checkbox"/>
Compensation	<input checked="" type="checkbox"/>
IRS Consent	<input checked="" type="checkbox"/>
Optional Pages	Status
Optional Contacts	<input type="checkbox"/> NR
EDI	<input type="checkbox"/> NR
Disaster Response	<input type="checkbox"/> NR
DUNS +4	<input type="checkbox"/> NR
D&B Monitoring	Status
D&B Monitoring	<input checked="" type="checkbox"/>

System Messages

The registrant is responsible for the information entered into CCR, and this information will not be altered or changed without the express consent of the registrant.

You have changed items in CCR that may affect your ORCA record. Please allow 3-5 business days for your changes in CCR to become effective and then visit ORCA at [HTTPS://ORCA.SBN.GOV](https://orca.sbn.gov) to complete this update.

You have successfully finished your CCR Registration!

All of your CCR data has been saved and is now being processed, which could take 24-48 hours. If you want to fill out the optional information, or continue to make changes to your CCR profile, please use the [Navigation Menu] located on the left of your screen.

Please select the [Register or Update your SBA Profile] button to complete SBA's supplemental page. If you are applying for certification as a HUBZone, Small Disadvantaged Business, or the 8(a) Business Development Program, you must complete the SBA Supplemental page.

 View your SBA Small Business Types 

 Register or Update your SBA Profile 



Important DSBS tool: Keywords

Search Exit Help

Welcome

Mandatory Data

Select Primary NAICS Code:

List 1 “key” NAICS code as the Primary Service

Keywords:



Use keywords that describe company services.

NOTE: Add terms like MOBIS or GSA PES

(Up to 20 characters in each keyword, comma separated, and up to 525 characters, total)

Small Business Certification Statement

Important DSBS tool: Capabilities Narrative

The screenshot displays the SBA website interface. At the top left is the SBA logo with the text "U.S. Small Business Administration" and "Your Small Business Resource". To the right are buttons for "Search", "Exit", and "Help". Below the logo is a navigation menu with "Update SBA Profile" and "Welcome". A sidebar on the left contains a tree view of menu items: "SBA Supplemental Pages", "Orientation/Help", "Mandatory Data", "Identification Data" (with sub-items "From CCR" and "Other Web Presence"), "Organization, Ownership and Management" (with sub-items "From CCR and SBA" and "Updatable by Firm"), "Products & Services" (with sub-items "General" and "Export Profile"), and "References, Federal Government" (with sub-item "New Federal Reference").

The main content area is titled "General Products and Services". It features a section labeled "Capabilities Narrative:" with a yellow arrow pointing to a text input box containing the text: **One of your best marketing tool is here!**

Below this is a section labeled "Special Equipment/Materials:" with an empty text input box.

For example:

Only four firms listed - LOGWORLD

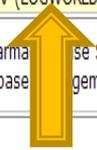
Table Listing, where

the firm is active in searches;
 at least one word of the Capabilities Narrative, Special Equipment/Materials or Keywords is LOGWORLD;
 and randomized by original start time of search: 2011-08-16 02:09:07 PM.

0.01 seconds. The count and search queries took 0.09 seconds and 0.11 seconds, respectively.

9 (of 9 profiles matching criteria):

Trade Name of Firm	Contact	Address and City, State Zip	Capabilities Narrative
EXCHANGE INC	JAN VENKAYYA	1616 MARDON DR DAYTON, OH 45432-1922	Computer Consulting; Software Development; Software Consulting; EDI; Data Warehousing; Web Based Solutions; Information Assurance; Network Services; Functional Support (Professional Engineering Services, Logistics and Administrative Services)C4ISP.
DESIGN SUPPLY, INC.	MELODIE ATCHLEY	125 ELECTRONICS BLVD STE O HUNTSVILLE, AL 35824-2212	Gen Warehousing & Storage, Warehouse Equip., Packing, Labeling, Industrial Machinery, Logistics Consulting Services, Management Consulting, Packaging & Labeling, Professional Training, MOBIS, LOGWORLD, WAREHOUSE, PACKAGING GSA Contracts
CS, L.L.C.	SCOTT WEISS	1640 MONAD RD BILLINGS, MT 59101-3200	Surface Forwarder, Freight Forwarder, Logistics Support, Transportation, Specialized Transportation, and refrigerated Transportation. Federal Supply Services Contractor for Logistics FSS 874-V (LOGWORLD) Qualified Military Traffic Management Command.
SUPPORT SERVICES, INC.	TONI LEMIRE	500 MONTGOMERY ST STE 400 ALEXANDRIA, VA 22314-1560	Military Base Operations, Logistics Operations, HazMat Pharmaceutical Supply, Inventory Management, Administrative Services, IT Support Services, Help Desk Management, DITSCAP/DIACAP, Database Management, Mail and Courier Services,
CONSULTING	DR. GEORGE HARRIS	222 3RD ST STE 2242 CAMBRIDGE, MA 02142-1122	
INC.	STEPHEN OLDS	1040 S MILWAUKEE AVE STE 105 WHEELING, IL 60090-6375	
APPLICATIONS	DANIEL CENTER	2760 EISENHOWER AVE STE 202 ALEXANDRIA, VA 22314-4576	TECHNICAL SERVICES FIRM, OFFERING CONTRACT CLOSE-OUT, INVENTORY AND WAREHOUSE MANAGMENT, MAIL ROOM AND COPY CENTER OPERATIONS, PUBLICATIONS CLEARINGHOUSE AND CALL CENTER SUPPORT, WORD PROCESSING, ADMINISTRATIVE AND TRAINING SERVICES.
R LOGISTICS INC.	WILLIAM T. FARRELL	201 12TH ST S STE 800 ARLINGTON, VA 22202-5408	
020, INC.	DAVID LEVY	13203 NORTH ENON CHURCH ROAD, B WING CHESTER, VA 23836-3122	Logistics Planning, Expeditionary Logistics, Supply Operations-Property Accountability, Warehouse Operations, Facilities Engineering, Third-party Logistics, Transportation, Maintenance, Engineer Solutions, Design Kits



Researching Other Contractors

<http://ssq.gsa.gov>



[Skip Navigation](#)

SSQ Menu Items

- [Create Report](#)
- [Privacy Statement](#)
- [FAQ](#)
- [Online FeedBack](#)
- [Contact Us](#)
- [Useful Links](#)
- [VSC Home](#)
- [SSQ Home](#)

Schedule Sales Query

Schedule Sales Query Report Generation System

Step 2 of 3

We have various report formats from which to choose. Please see the **examples** of each report to determine which one will suit your needs. Please select the type of report you want to view.

- 1. All Schedules by Fiscal Year
- 2. All Schedules by all Available Fiscal Years
- 3. SIN & Schedule Totals by Fiscal Year
- 4. All Contract Sales by Schedule by Fiscal Year
- 5. Schedule Sales Grand Total by Quarter by Fiscal Year
- 6. Total for All Quarters by Contractor by Fiscal Year
- 7. Total by Quarter & SIN by Contract Number and Fiscal Year
- 8. Total for Each Quarter for a Specific SIN by Fiscal Year
- 9. Total by Quarter & Contract for a Specific Contractor and Fiscal Year
- 10. Total by Contractor for a Specific Schedule and Fiscal Year
- 11. All Sales by Fiscal Year for a Specific SIN Number
- 12. All Contractors by Schedule by Business Size by NAICS Code



SSQ REPORT

SSQ data is valuable when formulating marketing strategies.

There are 12 different report formats.

Example: Only 31 contractors out of 140 LOGWORLD 874-503 have sales!

Actual reported sales 874-503
10/2010 to 06/2011

	A	B
1	Company Name	Total Sales
2	HONEYWELL TECHNOLOGY SOLUTIONS	\$ 4,282,586
3	CTR INVESTMENTS & CONSULTING INC	\$ 2,796,533
4	NATIONAL TECHNOLOGIES ASSOC INC	\$ 2,318,530
5	RAYTHEON COMPANY	\$ 1,411,522
6	L-3 SERVICES, INC.	\$ 1,368,296
7	L-3 SERVICES, INC.	\$ 1,000,000
8	LOGICORE CORPORATION	\$ 920,819
9	BOOZ ALLEN HAMILTON INC.	\$ 770,482
10	DYNCORP INTERNATIONAL LLC	\$ 725,437
11	CSC APPLIED TECHNOLOGIES, LLC	\$ 652,431
12	DYNAMICS RESEARCH CORPORATION	\$ 542,592
13	GENERAL DYNAMICS INFORMATION TEC	\$ 473,965
14	CONTRACTING, CONSULTING, ENGINEE	\$ 459,129
15	U. S. LOGISTICS, INC.	\$ 310,348
16	LOGISTICS VALUE INTEGRATIONS, IN	\$ 308,516
17	IRON MOUNTAIN INFORMATION MANAGE	\$ 301,719
18	ICI SERVICES CORPORATION	\$ 283,138
19	CC&C MANAGEMENT SERVICES, LLC	\$ 190,453
20	SPARTA, INC.	\$ 161,660
21	NORTHROP GRUMMAN INFORMATION TEC	\$ 149,149
22	TECHNICAL SOLUTIONS LLC	\$ 134,326
23	LOGISTICS APPLICATIONS INC.	\$ 116,848
24	LOGISTICS MANAGEMENT ENGINEERING	\$ 95,462
25	PRIORITY ONE SERVICES, INC.	\$ 75,347
26	DATA SOLUTIONS & TECHNOLOGY (DST	\$ 69,577
27	BELZON, INC.	\$ 58,970
28	VT AEPCO INC.	\$ 41,380
29	ARD LOGISTICS LLC	\$ 33,690
30	T.F. BOYLE TRANSPORTATION, INC.	\$ 13,075
31	MATERIAL MANAGEMENT INTERNATIONA	\$ 5,185
32	IDEAL MEDICAL, INC	\$ -
33	ALLIANCE TECHNICAL SERVICES, INC	\$ -
34	OSHKOSH CORPORATION	\$ -
35	MAGNO INTERNATIONAL, L.P.	\$ -
36	EMERALD CITY MOVING & STORAGE LL	\$ -
37	LAUBACH LOGISTICS, LLC	\$ -

Be Proactive: Dig deeper, find which agencies are buying based on SSQ results



Federal Procurement Data System - Next Generation

[Home](#) | [Newsroom](#) | [Reports](#) | [Status](#) | [Worksite](#) | [Archives](#) | [Training](#) | [Help](#)

Login

Log-In:

Password:

- [Forgot Your Password?](#)
- [Security and Privacy](#)
- [Contact Help Desk](#)

Registration

- [Register](#)
- [Who Should Register?](#)

FAQ's

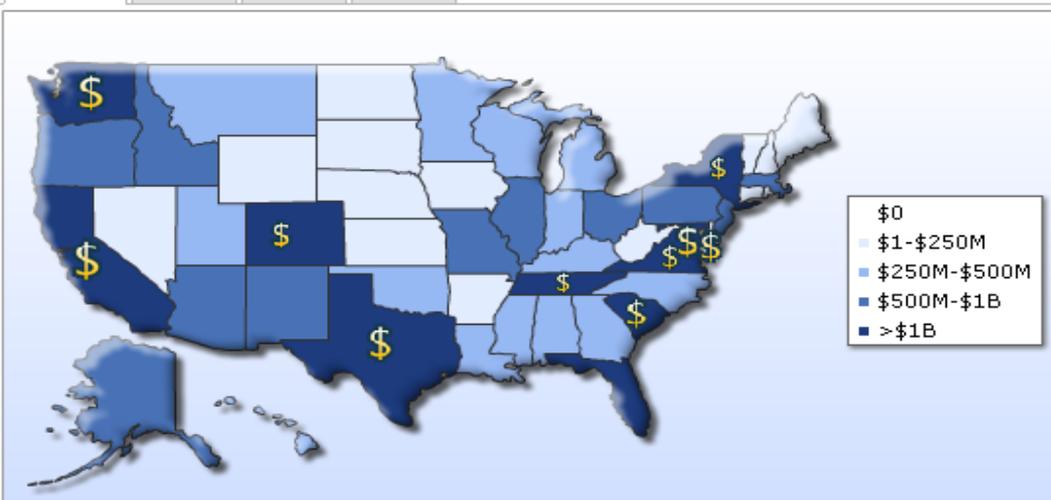
- [FPDS-NG](#)
- [ezSearch](#)

ezSearch

Google-like search to help you find federal contracts...

ezSearch contains procurement data as well as additional NASA data (for example, financial assistance actions).

Recovery | **FY 2009** | FY 2010 | FY 2011



FPDS Website for Research



FPDS Next Generation

Logged in as: AJOHNS@MATCH... .EDU

Advanced Search GO Log Off

Adhoc Reports Standard Reports ezSearch BETA Change Information Help

ezSearch BETA

SEARCHING GOVERNMENT PROCUREMENT JUST GOT EASY!
FLEXIBLE DRILLDOWN CAPABILITY
A GOOGLE™ LIKE SEARCH TO HELP YOU FIND THE INFORMATION YOU WANT

For more information about FPDS [click here](#)

To submit comments, please [click here](#)

www.FPDS.gov

Registration is required for login & password

ezSearch is simple, try using business name or contract #

NOTE: No dashes or hyphens

Type one or more keywords you would like to search on:

GS10F0075L

Go

Clear

Contracts

ICD

Recovery

To submit c

Result Page: 1 2 3 Next

PDF

Top 10: Department Full Name

- > [DEPT OF DEFENSE \(27\)](#)
- > [HOMELAND SECURITY DEPARTMENT OF \(19\)](#)
- > [GENERAL SERVICES ADMINISTRATION \(18\)](#)

Top 10: Contracting Agency Name

- > [U.S. COAST GUARD \(19\)](#)
- > [FEDERAL ACQUISITION SERVICE \(18\)](#)
- > [DEPT OF THE ARMY \(17\)](#)
- > [DEPT OF THE AIR FORCE \(5\)](#)
- > [DEPT OF THE NAVY \(3\)](#)
- > [DEFENSE CONTRACT MANAGEMENT AGENCY \(DCMA\) \(2\)](#)

List Of Contract Actions Matching Your Criteria

Results 1 - 30 of 64 as of Aug 15, 2011 3:54:41 PM

Award ID (Mod#):	N002811F0013 (P0001) (View)	Award Type:	Delivery Order
Vendor Name:	L-3 SERVICES, INC.	Contracting Agency:	DEPT OF THE NAVY
Date Signed:	May 12, 2011	Action Obligation:	\$0
Referenced IDV:	GS10F0075L	Contracting Office:	TRAINING SUPPORT CENTER
NAICS (Code):	PROCESS, PHYSICAL DISTRIBUTION, AND LOGISTICS CONSULTING SERVICES (541614)	PSC (Code):	MAINT-REP OF REFRIGERATION - AC EQ (J041)
Vendor City:	CHANTILLY	Vendor DUNS:	802872148
Vendor State:	VA	Vendor ZIP:	201513200

Award ID (Mod#):	N002811F0013 (0) (View)	Award Type:	Delivery Order
Vendor Name:	L-3 SERVICES, INC.	Contracting Agency:	DEPT OF THE NAVY

New

Save Draft

Validate

Approve

Correct

Modify

Save Tmpl

Delete

Print

Help

Transaction Information

Award Type: Delivery/Task Order Prepared Date: 04/01/2011 11:46:59 Prepared User: RICHARD.ALVES.W911QY@US.ARMY.MIL
 Award Status: Final Last Modified Date: 04/01/2011 11:47:04 Last Modified User: RICHARD.ALVES.W911QY@US.ARMY.MIL

Document Information

Agency	Procurement Identifier	Modification No	Trans No
Award ID: 9700	W911QY10F0172	P00018	0
Referenced IDV ID: 4730	GS10F0075L	11	
Reason For Modification: OTHER ADMINISTRATIVE ACTION			
Solicitation ID:			
Treasury Account Symbol:			Initiative: Select One

Dates

Date Signed (mm/dd/yyyy): 04/01/2011
 Effective Date (mm/dd/yyyy): 03/28/2011
 Completion Date (mm/dd/yyyy): 07/15/2011
 Est. Ultimate Completion Date (mm/dd/yyyy): 04/15/2012

Amounts

	Current	Total
Action Obligation:	\$0.00	\$3,645,736.00
Base And Exercised Options Value:	\$0.00	\$3,720,400.20
Base And All Options Value:	\$0.00	\$6,388,900.20
Fee Paid for Use of IDV:	\$0.00	

Purchaser Information

Contracting Office Agency ID: 2100	Contracting Office Agency Name: DEPT OF THE ARMY
Contracting Office ID: W911QY	Contracting Office Name: W6QK RDECOM CONTR CTR NATICK
Funding Agency ID: 2100	Funding Agency Name: DEPT OF THE ARMY
Funding Office ID: W81XAG	Funding Office Name: W27P JPEO CHEM BIO DEF
Foreign Funding: Not Applicable	

Contractor Information

☑ TARGET MARKET RESEARCH

Understanding the geographic limitations of your business will save time when researching which agencies to target market.

Consider the following questions:

-What is your *commercial* service territory?

- Are you limited to a Region?

- Northwest
- Midwest
- Southeast

- Limited to a State or even County level?



☑ TARGET MARKET RESEARCH

Next answer these questions:

- What territory would you define as your “*backyard*”?
- What are the federal agencies that have offices/locations/bases in your “*backyard*”?
- Have you looked at the GSA Order ADM 4800.2
 - Eligibility to Use GSA Sources of Supply and Services to determine which “eligible” agencies are in your “*backyard*” or service territory?

Potential Agencies?? GSA Order ADM4800.2g

Provides detailed information on the agencies & activities that are eligible to use GSA contracts.

Users include:

Executive & Other Federal Agencies, Mixed-Ownership Government Corporations, “Cost Reimbursement” contractors

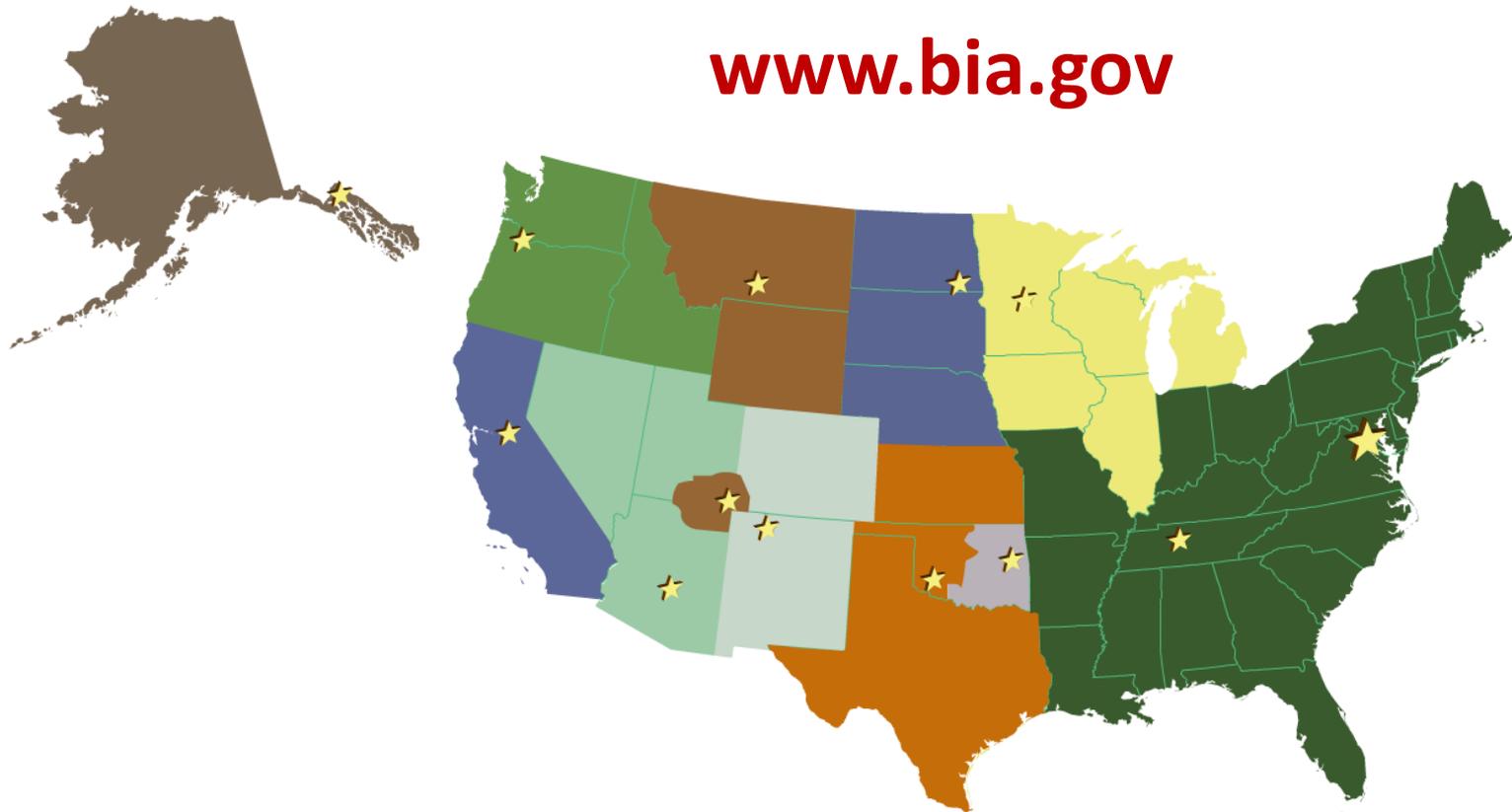
Examples:

Denali Commission
Tennessee Valley Authority
International Boundary and Water Commission
Farm Credit Administration
OSHA
CIA
Civil Air Patrol
US Postal Service
Red Cross
Agency for International Development
American Battle Monuments Commission
Bureau of Land Management
International Coffee Organization
Central Intelligence Agency
Farm Credit Administration
Federal Communications Commission
National Labor Relations Board
Panama Canal Commission
Nuclear Regulatory Commission

Research Agency's Website to Determine Potential

Example: Dept. of Interior, Bureau of Indian Affairs

BIA Regions, Agencies & Tribes Served



Another Example: Federal Bureau of Prisons

www.FBO.gov

 **Federal Bureau of Prisons**
An agency of the U.S. Department of Justice

Search Website

[About](#) | [Inmate Locator](#) | [Prison Facilities](#) | [Careers](#) | [Inmate Matters](#) | [Policy/Forms](#) | [Doing Business](#) | [News/Information](#)

Prison Facilities

- Facility Locator
- Address Directory
- Prison Types/General Info.
- Facilities Housing Females
- Community Corrections
- Maps of Facilities
 - Mid-Atlantic Region
 - North Central Region
 - Northeast Region
 - South Central Region
 - Southeast Region
 - Western Region
- Weekly Population Report

 Facility Abbreviations

North Central Region Locations

Legend: ● Institution ● Correctional Complex * Training Center
■ CCM Office ★ Regional Office



Research the Specific Agency's Website

Details, contacts and forecasts

Look for the terms “Procurement”, “How to do Business with...” or “Business Opportunities” “Vendor Guide”

Find the Small Business Office, try SADBUI or OSDBU

Review strategic plan, forecasts or proposed budget details

Remember look for the specific agency's locations in your “backyard.”

Research the Specific Agency Website

Focus your Efforts:

Target only 3 -4 specific Agencies

Consider which Agencies which have similar scope or descriptions as your commercial customers.

Look for possible training or calendar of events

Involve yourself with the agency's Social Media

Make list of possible contacts and email/phone information

Begin calling agency contracting officials, project managers & end users

Refine your Pitch

- What makes your services special and cost effective?
- Do you have any socio-economic certifications or partnerships?
- Highlight your relevant past performance or contracts.

☑ GSA Marketing Materials

Prepare specific GSA Marketing Materials

Prepare a one-page Capabilities Statement featuring your best-values, core services, project examples and GSA Logo and contract number.

Capabilities Briefing – Both paper & PowerPoint



Develop a GSA 30 & 60 second “elevator” pitch



GSA Marketing Materials

Your Website:

Capability Statement

Show case studies with project photos

Link your website to GSA's eLibrary page

Include GSA Contract Terms and Conditions file AKA Text file

GSA logo and number on your home page



☑ GSA Logos “Everywhere”



Website,
brochures &
business cards

Thank you!

Ann E. Johns, CCAS
Business Procurement Assistance Center
Madison, WI
ajohns@matcmadison.edu