

The logo for the U.S. General Services Administration, consisting of the letters "GSA" in white on a blue square background.

U.S. General Services Administration

Federal Acquisition Service

A close-up, slightly blurred image of the American flag, focusing on the white stars on a blue field. The stars are prominent in the foreground, while the red and white stripes are visible in the background.

Successful Marketing Strategies
for Schedule 70 Contractors



Federal Acquisition Service

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



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Who buys want I/we sell?

Consider the following resources to conduct market research.

IT Dashboard

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

Federal Business Opportunities

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

Federal Procurement Data System

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

Acquisition Central

- <http://www.acquisition.gov>



Questions for your Marketing Plan

- Who are we? What are our business strengths? Weaknesses?
- 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?



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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!*®
- GSA IT – Solutions Shop*** - registration is a must if you want to respond to FAS – Assisted Acquisition Services opportunities



Federal Acquisition Service

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 USE ONLY"

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](#)

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[Privacy Statement](#)

Start | C:\... | FED | Deirdre Wh... | Marketing ... | Microsoft P... | 3 Intern... | Microsoft E... | 3:13 PM Wednesday



Locating Buyers

- <http://www.fbo.gov> – Advanced Search
 - Pre-solicitation, Sources Sought, Solicitation/Synopsis
 - Agency Forecast of Contracting Opportunities
 - Legislation, GAO Reports, OIG Reports
 - News reports- Federal Times, WSJ, local publications



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Know your customers purchasing practice

- Research/Customer Base
 - Current
 - Potential
 - Industry Outreach events
 - Cost/Discounts
 - Budget
 - Success
- Use Fedbizopps and eBuy to research what current needs request for RFI/Sources Sought, recent contracts awards
- Use [acquisition.gov/procurement/forecasts/](https://www.acquisition.gov/procurement/forecasts/) to view potential opportunities



Market Research - Federal Business Opportunities

U.S. General Services Administration

Federal Acquisition Service

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

Home - Federal Business Opportunities: Home - Windows Internet Explorer provided by General Services Administration
https://www.fbo.gov/

FEDBIZOPPS.GOV Federal Business Opportunities

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

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

Place of Performance: Any State or Territory Type: Any

Keyword / Solicitation #: Agency

Additional criteria and multiple selections

Buyers / Engineers
Government users may post, manage, and award opportunities.

Username: Password: Login

[View Opportunities](#)
No login is required to view opportunities.
[Register Now](#)
[Password Reminder](#)
[Recovery FAQs](#)

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

Username: Password: Login

[Find Opportunities](#)
No login is required to view opportunities.
[Register Now](#)
[Password Reminder](#)
[Recovery FAQs](#)

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&_fill=rec_na

2 IBM Lotus ... 3 Internet ... Marketing Pres... Microsoft Pow... 9:21 AM Monday



Federal Acquisition Service

Seek/Create Federal Opportunities

- <http://www.gsa.gov/sbu>
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
- Acquisition.gov
 - Portal to view all agencies
 - Forecast Opportunities
 - View agencies web sites and Small Business web pages



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Utilizing Federal Points of Contact Effectively

- Consider different mailing list
 - General – Any and everybody
 - Potential – High Probability
 - Direct – responsive/sure thing
- Contact Steps
 - OSDBU for meeting request
 - Phone Call (discuss a real opportunity)
 - Follow-up
- Update Annually
 - Points of Contact (POC's)
 - Numbers
 - Address
 - General or Direct List
 - CCR Profile
 - Pricing
 - GSA Data Sites
 - e-library
 - *GSA Advantage!*



Federal Acquisition Service

Acquisition Central - Windows Internet Explorer provided by General Services Administration

https://www.acquisition.gov/

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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

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

Acquisition Systems

- 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)

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-IG 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](#)

Start | Deirdre W... | 2 Windo... | Acquisitio... | 2 Micros... | 7:18 AM Friday



Federal Acquisition Service

Procurement Forecasts - Windows Internet Explorer provided by General Services Administration

https://www.acquisition.gov/comp/procurement_forecasts/index.html

General Services Administration, Acquisition...

Live Search

File Edit View Favorites Tools Help

Procurement Forecasts

Acquisition Central

acquisition.gov

Agency Recurring Procurement Forecasts:

HOME PAGE

SMALL BUSINESS INFORMATION

BUSINESS OPPORTUNITIES

PROCUREMENT FORECAST

Select an Agency

agency home pages

Select an Agency

- Department of Agriculture
- Department of Commerce
- Department of Defense
- Department of Education
- Department of Energy
- 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 Administration

Done

Deirdre W... 2 Windo... Procurem... 2 Micros...

Internet 100%

7:23 AM Friday



Company Introduction

- Capability Statement: 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)

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Opportunities: 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 submission¹⁹



Additional Support Resources

- Eleven 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/csd>



Federal Acquisition Service

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

Federal Acquisition Service

Know Your GSA Schedule Contract Terms



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

Give copies to your Business Development team!!!



U.S. General Services Administration

Federal Acquisition Service

**General Services Administration
Office of Small Business Utilization**

<http://www.gsa.gov/sbu>

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Questions

