

The Federal Sales Academy
Presents:



“Marketing Your GSA Schedule”

Fedmarket.com
Keynote Speaker: Eileen Kent
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TODAY'S SEMINAR

1. Culture

2. Marketing Materials

3. Who to Call On First

4. Your First Contact-What to Say

5. Success Story Case Study

Culture “Who’s Who”

1. Contracting

2. Small Business Specialists

3. End User

4. Stakeholder

Understand their Culture

1. “Follow The Rules”

2. “Make It Easy”

Prepare Marketing Material

- ✓ GSA Number on Every Business Card
- ✓ One-Page Capabilities Statement featuring your best values and your GSA Schedule Number
- ✓ Web Site
- ✓ Capabilities Briefing – Paper & Power Point
- ✓ Quarterly Informational Newsletter – Mail, Email, Post at Your Website
- ✓ One-Hour Expertise Training for PMs

Focus Your Efforts



- ✓ Choose 3 Agencies or Bases to Start
 - What Agencies/Bases are similar to the description of the types of businesses you sell to? Who is closest to you? IE: PBS=Any Real Estate Property Management Company You would Contact in Commercial
- ✓ 03FAC: GSA/PBS, Military Base Installation Support, DPW, Engineering Department, VA-Engineering
- ✓ Hardware: DPW, Warehouse, Supply
- ✓ Any other ideas?

Open Doors-Find The Agency

- ✓ Using <http://www.gsa.gov> you can find the federal buildings in your area.
- ✓ Using <http://www.usa.gov> and click on "A-Z Agency Index"
- ✓ Choose the Agency and look for Regional Offices, Contracting, Press Releases, Phone Book
- ✓ Read the News, Walk the Halls, Check out GovExec.com
- ✓ Look at Award Data at <http://www.usaspending.gov>

Open Doors-Find The Base



- ✓ Click on this URL and you'll get to a great installation finder. Click on "Installations Map" and you'll be able to select installations by state.

<http://www.military.com/InstallationGuides/ChooseInstallation/1,11400,,00.html>

Open Doors-Find The Base

- ✓ They've color coded it for you to click on an installation. I clicked on **Illinois** and then **Great Lakes Naval Base**.
- ✓ Now, they'll ask you to register. That's free.
- ✓ Some of it is basic info and some is detailed.



Open Doors-Find The Base

- ✓ Another way to find your area base is to use Google or use these links:
- ✓ <http://www.navy.mil> (click Site Map at top)
- ✓ <http://www.army.mil> (click A-Z at bottom)
- ✓ <http://www.usmc.mil> (click Units at top)
- ✓ <http://www.af.mil> (click Sites at top)

Sales 1-2-3 – TAKE ACTION!



1. Grab A Cup of Caffeine Courage

2. Pick Up The Phone

3. Start Dialing For Dollars

What To Say to the CO



- ✓ “I Need **Help**.....”
- ✓ “I’m Lost.....”
- ✓ “I’m New.....”
- ✓ “I don’t know if you’re the right person, but maybe you could point me in the right direction.” You’re already getting them off the hook with this one!
- ✓ Explain What You Do and Who Typically Buys Your Product or Service.

What To Say to the CO

- ✓ Ask for end user names, titles, ranks and telephone numbers.
- ✓ Ask if there is anything in the “hopper” for what you do right now.
- ✓ Sell the fact that you are LOCAL and SMALL.
- ✓ Ask for a meeting with the Small Business Officer to Get Into the Base or Agency

How to Handle Rejection

- ✓ To your surprise, they might say, “I already have someone who does what you do.”
- ✓ What happened to “full and open competition?”
- ✓ There are reasons in the Federal Acquisition Regulation, which allow them to say this.

“I already have someone...”

1. GSA Contracts

2. Existing IDIQ Contracts

3. Prime Contractors / Incumbents

“I already have someone...”

When you hear this ask:

“Who”

“What Contracting Vehicle”

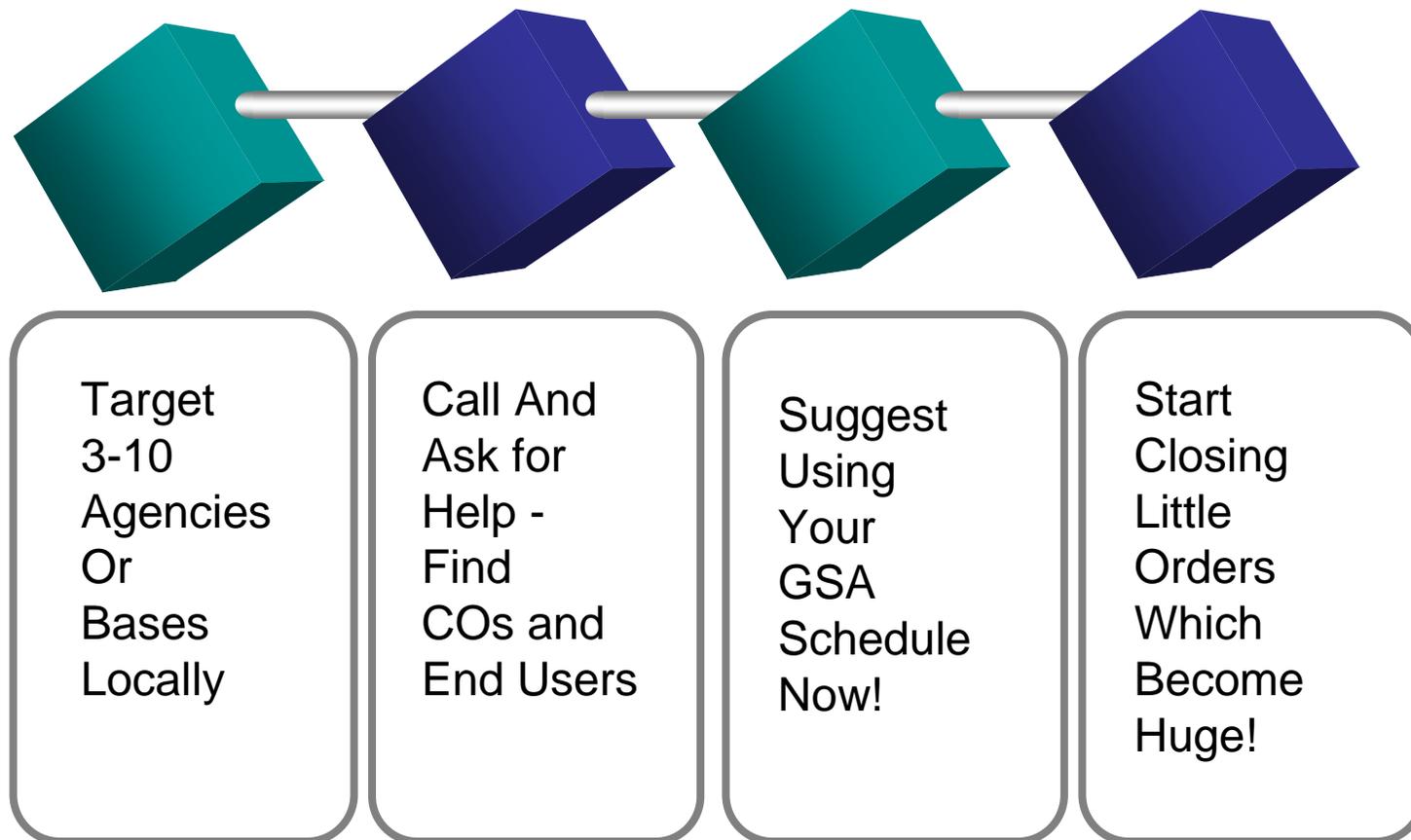
“Where” – “When” and “WHY?”

Don't Be Discouraged



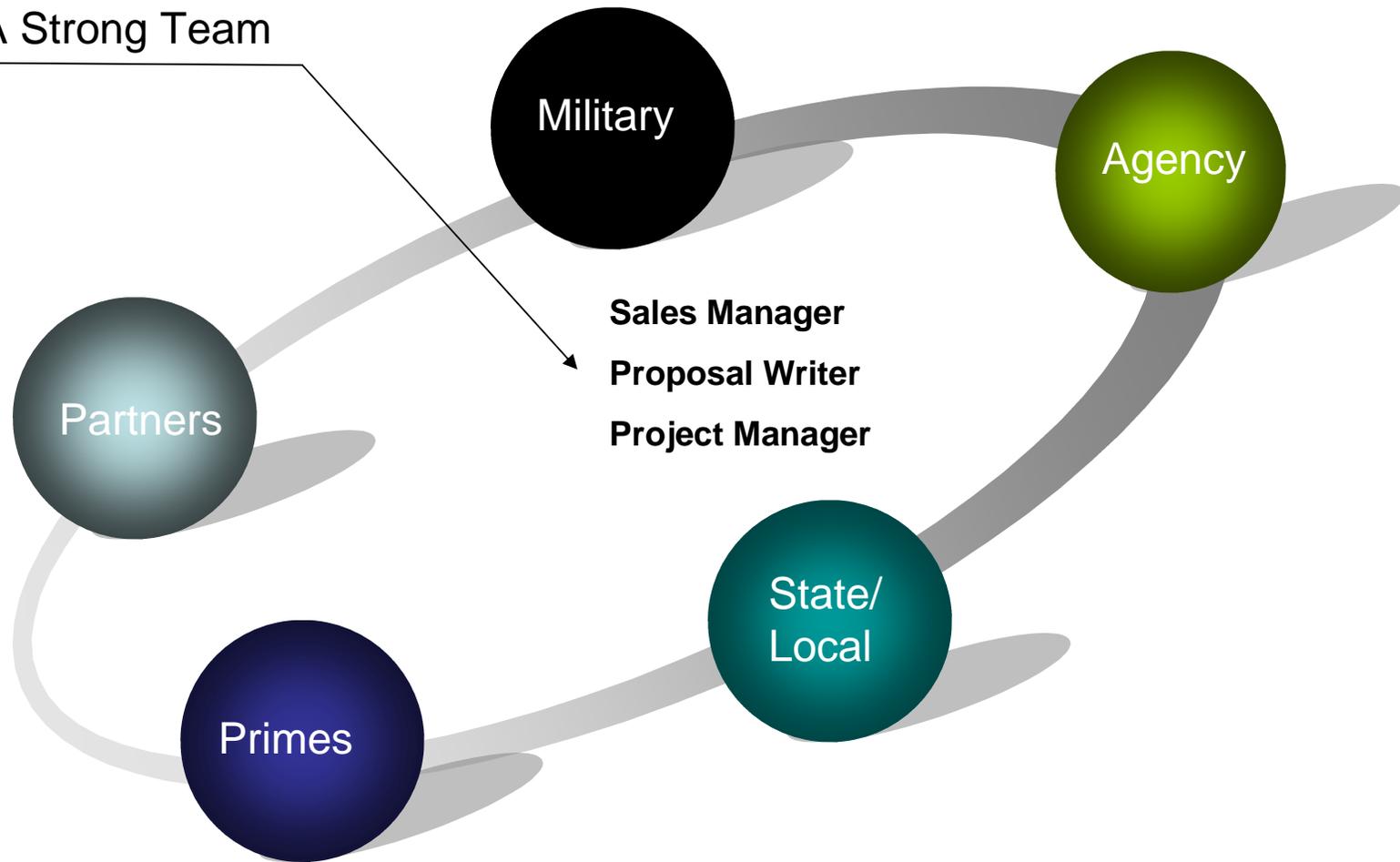
- ✓ Everyone Starts Small. You need to have **Patience and Persistence** in this Business. It will take at least 12-24 Months To Get An Order.
- ✓ If you've already done business with the government – CONGRATULATIONS!
- ✓ Now, Let's Get Persistent!

Putting it Together



Build A Persistent Sales Team

Build A Strong Team



Surprise! An Opportunity!

- ✓ Your Sales Efforts Have Paid Off! You Have Uncovered An Opportunity.
- ✓ Now You Need To Decide Whether Or Not It is Worth Your Time and Effort to Pull Together A Bid.
- ✓ This is Your Make It/Break It Decision.
- ✓ You Need To Consider All Angles Before You Decide To Put The \$ Into A Bid.

When You Lose-You Win



- ✓ Ask for a “Debriefing”
- ✓ Listen and Learn
- ✓ Thank Them For The Opportunity
- ✓ Turn It Into an Opportunity to Sell
- ✓ Repeat Your Best Values
- ✓ Ask if “Anything Else Is In The Works”
- ✓ Ask to be The Back Up Vendor
- ✓ DON'T PROTEST!

Case Study – Tecta America Corp. Jim Murton Discusses their Success

- ✓ Obtained GSA Schedule in late 2008
- ✓ National Sales Effort in 2009
- ✓ Materials Included: GSA # on Business Cards, Capabilities Statement, Monthly Tecta Briefings Newswire, Webinars, Lunch & Learns
- ✓ Field Presence
- ✓ Bidding on eBUY
- ✓ Partnerships with Small Businesses, Large Prime Integrators

Review

1. Culture-Follow Rules; Make It Easy

2. Opening Doors – Ask for “Help”

3. Close Business – GSA Schedules

4. Build A Persistent Sales Team

5. Find Teaming Partners

Additional Resources

- ✓ National Contract Management Association
<http://www.ncmahq.org/meetings/WC05/>
- ✓ Government Executive Magazine Online <http://www.govexec.com>
- ✓ Recovery.gov – <http://www.recovery.gov>
- ✓ List of OSBDU (Small Business) Offices
<http://www.osdbu.gov/Listofmembers.htm>
- ✓ List of FOIA Officers and Components
<http://www.usdoj.gov/04foia/foiacontacts.htm>
- ✓ Procurement Forecasts:
<http://www.acqnet.gov/AcqNet/FedBusOpps/>
- ✓ Federal Procurement Data Center an USA Spending
<https://www.fpds.gov> and <http://www.usaspending.gov>

QUESTIONS?



For More Information

Eileen Kent

eileenkentstevens@gmail.com

312-636-5381

Thank you!

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<http://www.fedmarket.com>