



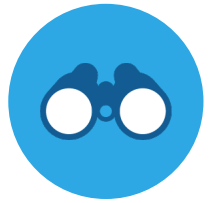
FEDERAL ACQUISITION SERVICE  
**INDUSTRY  
PARTNER**  
SYMPOSIUM  

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**2023**

Growing a Diverse, Resilient Government Marketplace

# Session 1.2: Understanding the Market and Supply Base



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Prospective Small Businesses | Track 1

# Today's Agenda

- GSA Overview
- Importance of Market Research
- Tools to Conduct Market Research
- Key Components for your Strategy
- Advantages of Being a GSA Contract Holder
- Tips for Success!

# GSA Overview

- GSA's mission is to deliver value and savings in real estate, acquisition, technology and other mission support services across the Federal government.
- GSA is the Federal government's procurement expert, helping other agencies acquire space, products, and services needed from commercial sources.
- The Public Buildings Service, (PBS), provides real estate space, architecture, interior design, and construction to Federal agencies.
- Our Federal Acquisition Service (FAS) delivers a vast number of commercial goods and services, at the best value, across government

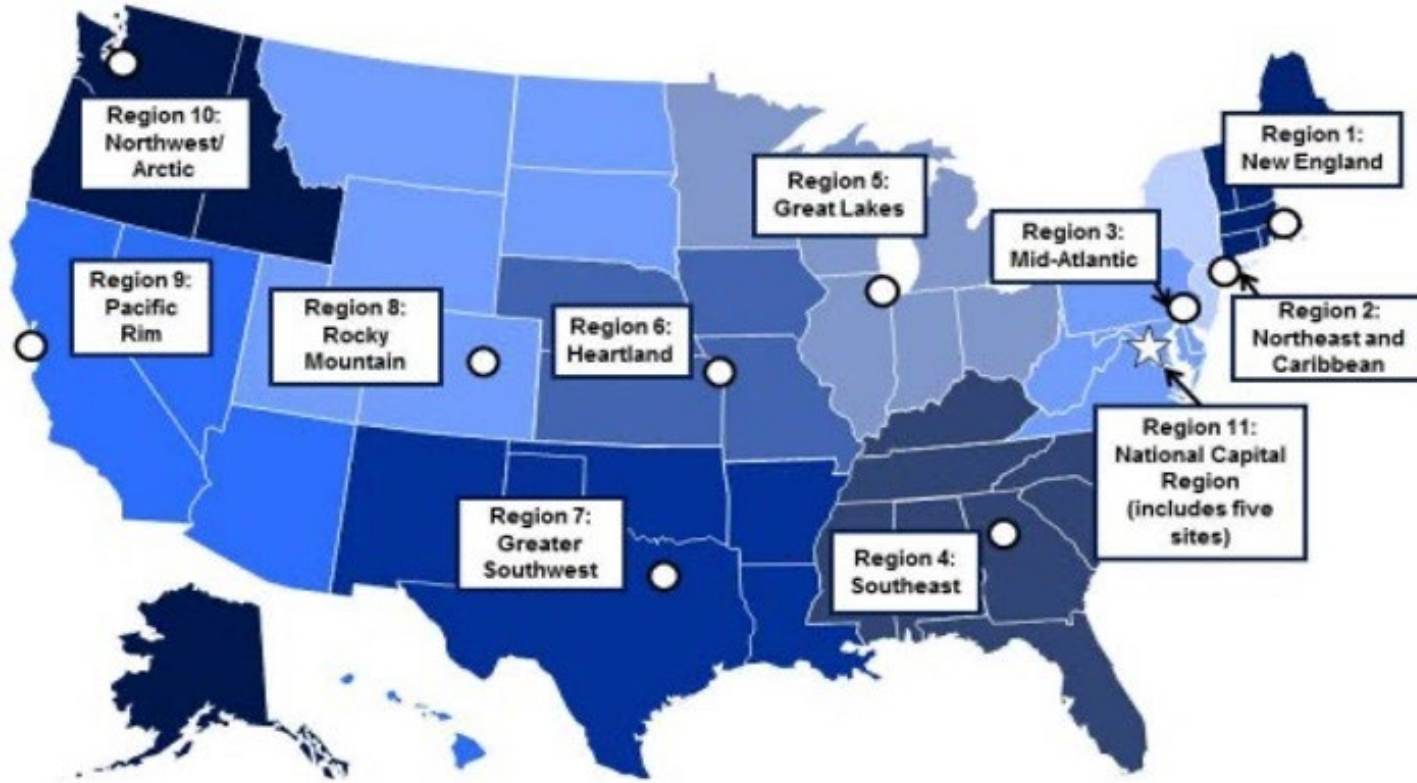
# GSA OSBU Overview

According to the Small Business Act as amended by Public Law 95-507, the Office of Small & Disadvantaged Business was established to:

- Advocate, within each Federal Executive Agency, for the **maximum practicable** use of all designated small business categories within the Federal Acquisition process.
- Ensure inclusion of small businesses as sources for goods and services in Federal acquisitions as prime contractors and subcontractors.
- Manage the small business utilization programs for OUR respective organization.



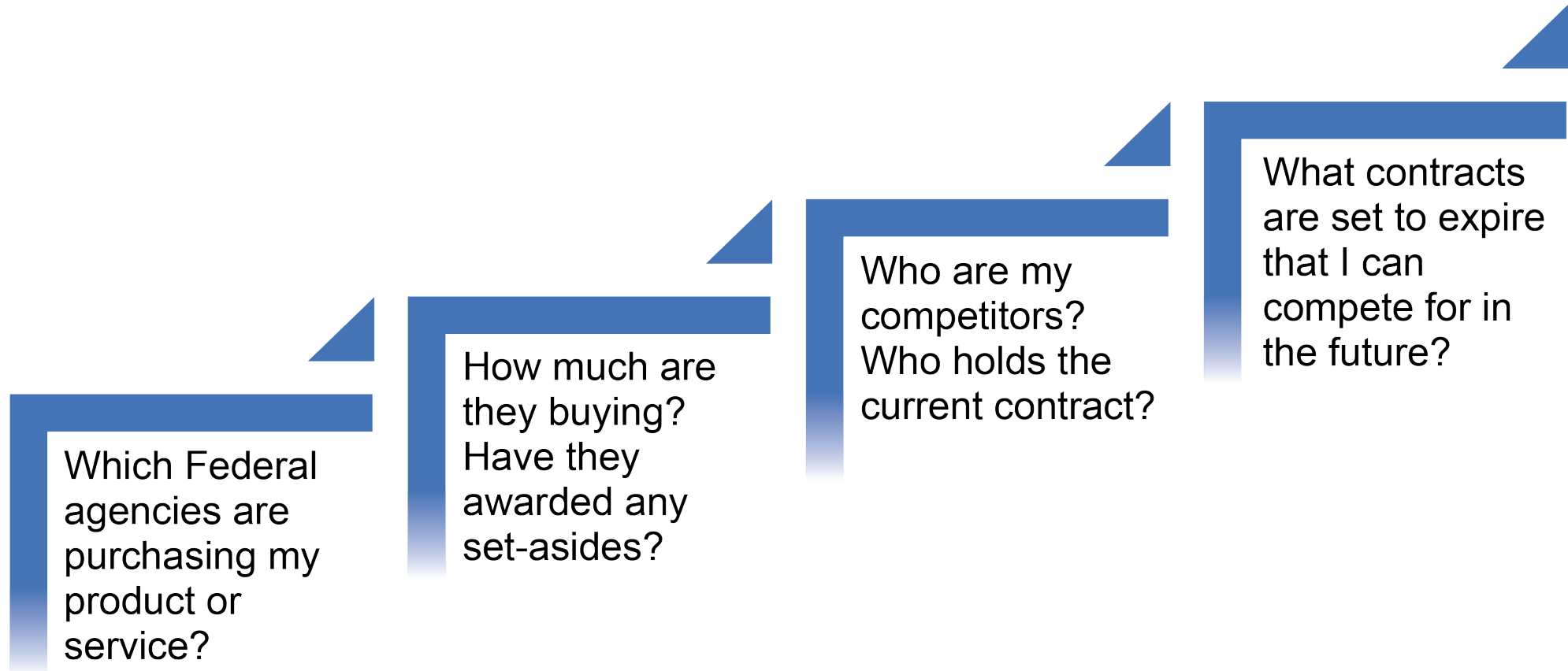
# GSA Regions



## GSA Regional Offices

- Region 1: Boston, MA
- Region 2: New York, NY
- Region 3: Philadelphia, PA
- Region 4: Atlanta, GA
- Region 5: Chicago, IL
- Region 6: Kansas City, MO
- Region 7: Ft. Worth, TX
- Region 8: Denver, CO
- Region 9: San Francisco, CA
- Region 10: Auburn, WA
- Region 11: Washington, DC

# Steps to Developing Leads in the Federal Market



The unknown can cause **frustration and disappointment**

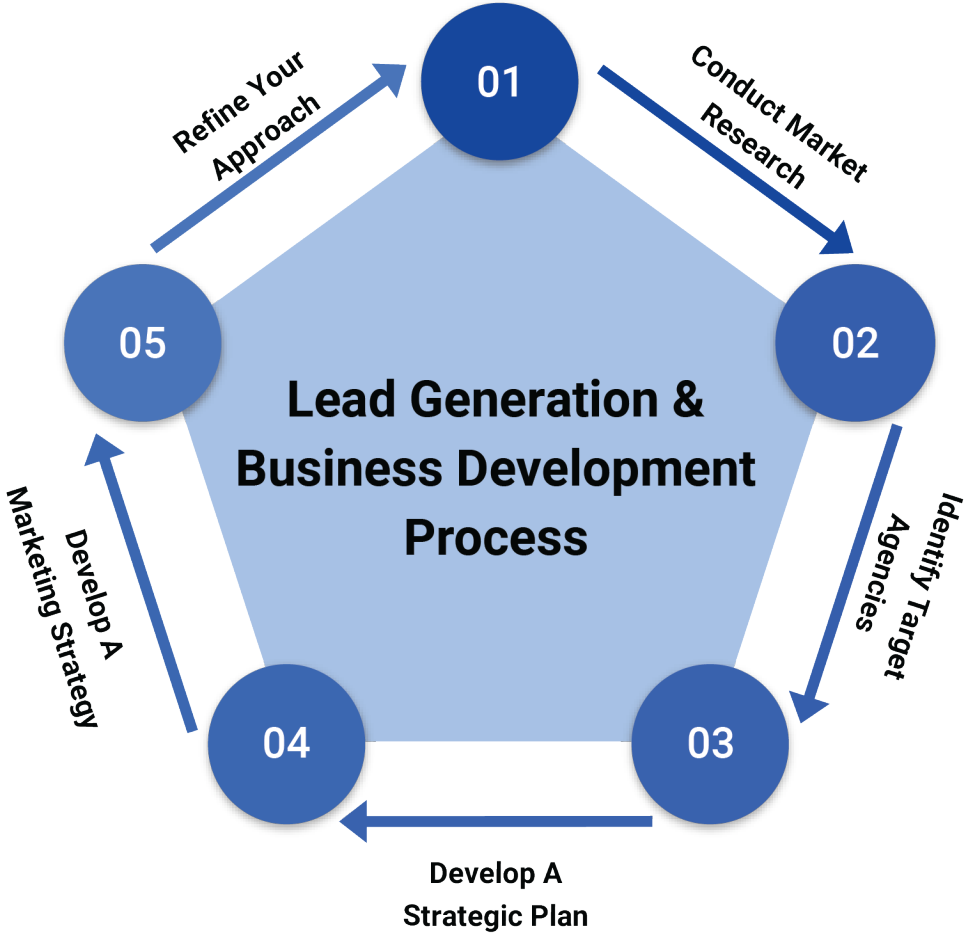
# Marketing Your GSA Contract

## **Let the Data Refine Your Overall Strategy!**

- Use Data to Develop a Targeted Strategy
- Choose the Right Event to Attend
- Maximize Time at Matchmaking Events
- Know which Agency Forecast Tools to Use
- Become More Efficient
- And much more!



# Marketing Your GSA Contract



# FPDS-NG Overview



## Federal Procurement Data System - Next Generation

- **What's reported to FPDS-NG?** Agencies are required to report on all contract actions using appropriated funds whose estimated value is \$3,500 or more as specified in FAR 4.6 Contract Reporting.
- **Where the data is from:** Contracting Officers enter the procurement data directly or the data is fed from 90+ agency contract writing systems.
- **Oversight:** Operated by GSA IAE with Governance from Acquisition Committee for eGov, Procurement Committee for eGov, Financial Assistance Committee for eGov and IAE CCB

# What is needed to use FPDS? Your Product Service Code (PSC)



**NAICS**

1. Industry Classification used to specific types of industry
2. NAICS is a broad classification
3. The NAICS is what you do

- 
1. PSC's can help you narrow down exactly what your business does.
  2. PSC's are specific and can yield better data for market research and analysis
  3. Your PSC are how you are doing it



**PSC**

# FPDS-NG: Where to find help



## Federal Procurement Data System - Next Generation

- **FPDS-NG Data Dictionary:**
  - From [www.fpds.gov](http://www.fpds.gov), click on *Worksite* submenu, find the Data Dictionary from Left Navigation *V1.5 Specifications* section.
- **Report Manual of how to use Ad-hoc reports:**
  - From [www.fpds.gov](http://www.fpds.gov), click on Training, find the Report Manual from Right Manuals section.
- **Help Desk:**
  - Phone: 1-866-606-8220
  - Website: [www.fpds.gov](http://www.fpds.gov)

# Tools to Conduct Market Research

Utilize these tools for your market research



- Latest GSA contract award information
- Assess your competition

<https://www.gsaelibrary.gsa.gov>

## *Schedule Sales Query Plus*

- Offers published sales data of schedule contract sales
- SIN Sales
- Contractors already on schedule
- Ability to assess the size and potential of your target market

<https://d2d.gsa.gov/report/fas-schedule-sales-query-plus-ssq>



USASPENDING.gov

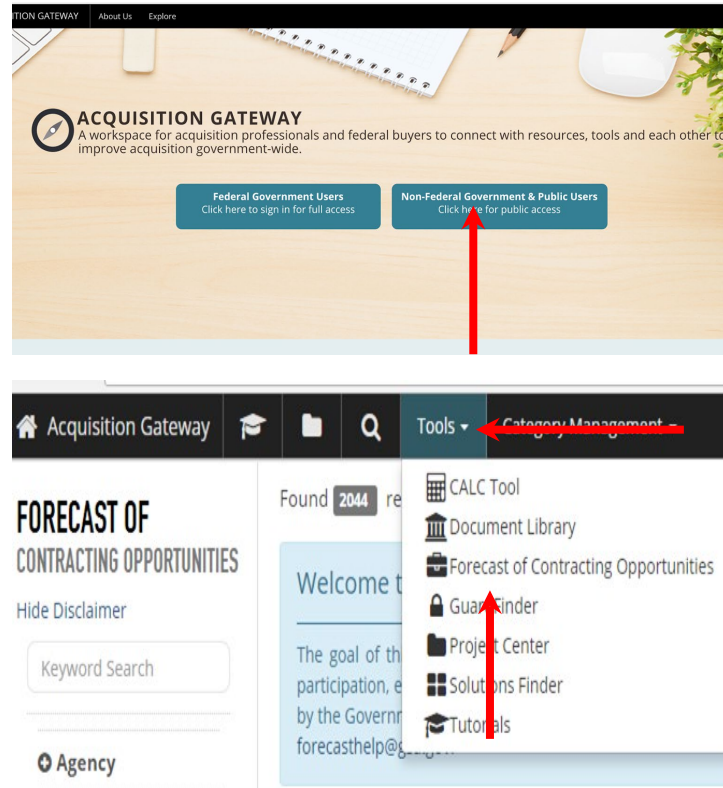
- A repository of all government transactions/receipts over \$3,500
- Information reported from 90 plus agencies.

<https://www.usaspending.gov/>

Consider the buying trends and forecasted sales for your product/service

# Forecast of Contracting Opportunities

## How to Access the Forecast Tool



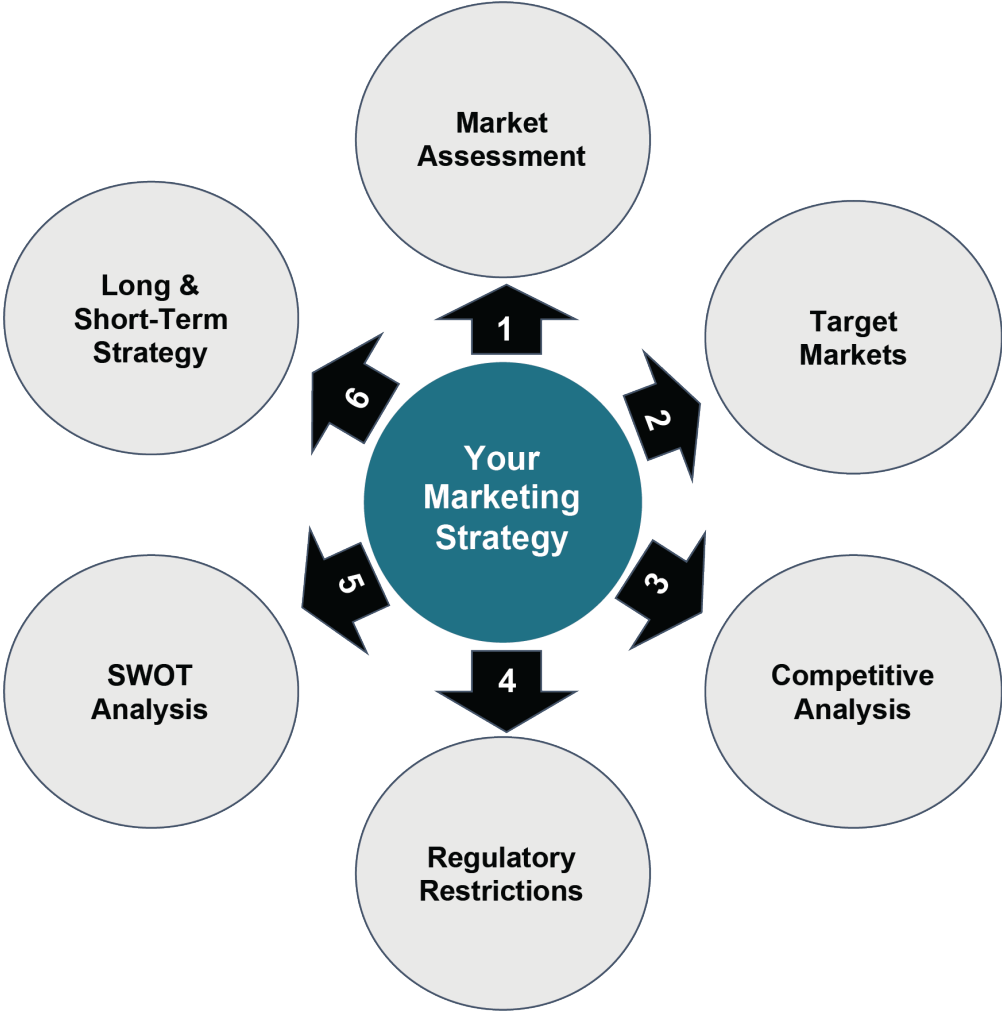
## Background

- Launched in March 2016
- Focuses on acquisition planning and increases awareness of potential prime and subcontracting opportunities.
- The goal is to help both GSA buyers and vendors easily communicate around potential contracting opportunities.
- The Tool includes information for GSA and the Department of Interior.
- The goal is to have all federal agencies use the tool.

For more details visit: <https://hallways.cap.gsa.gov>

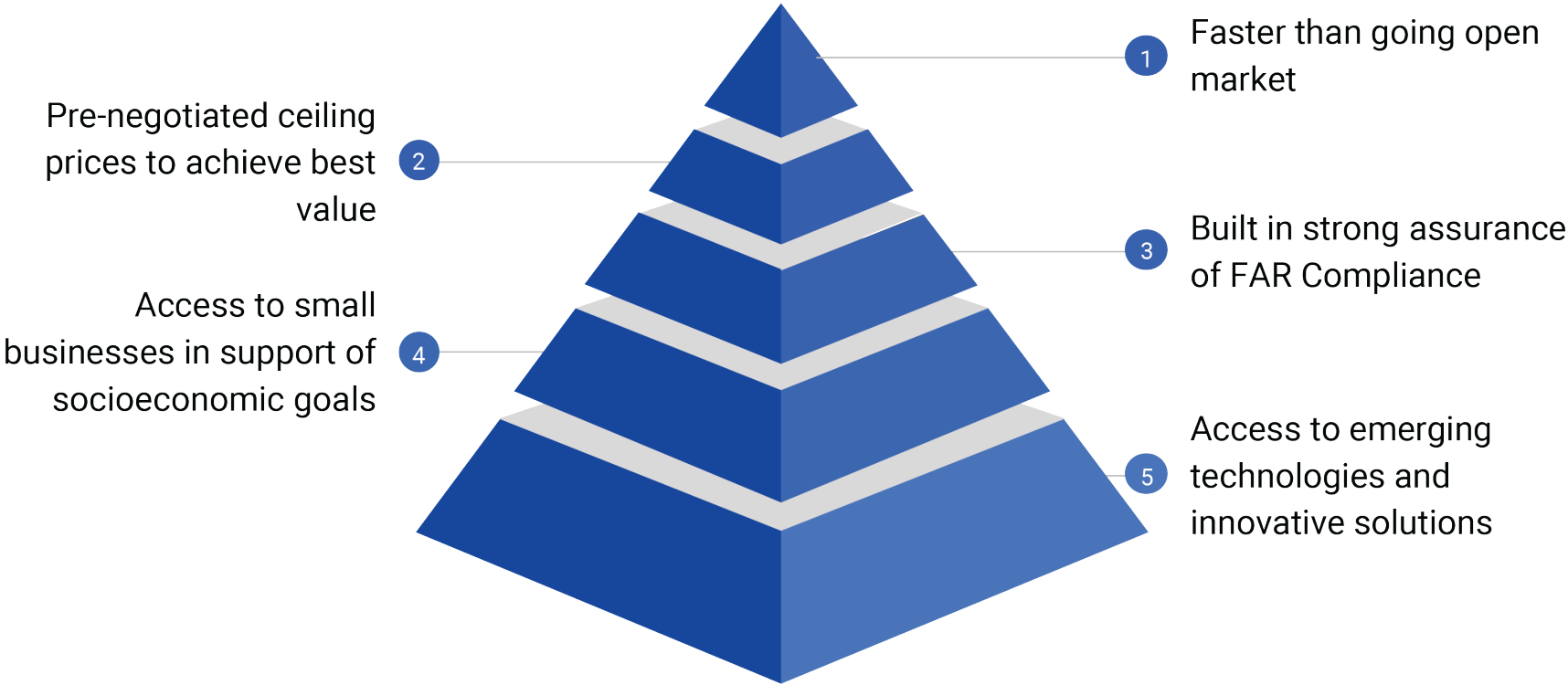


# Marketing Your GSA Contract

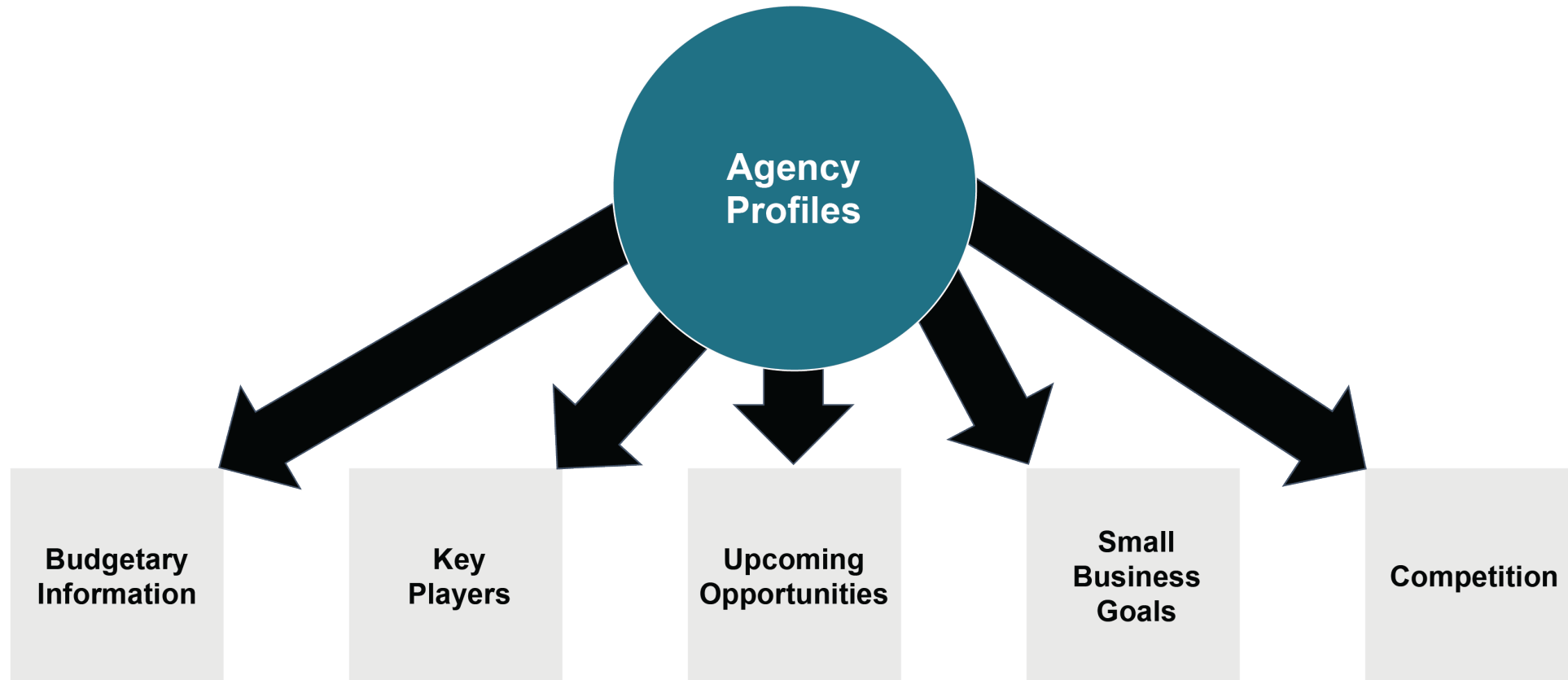


# Marketing Your GSA Contract

## What is the advantage?



# Marketing Your GSA Contract (continued)



# Customer Service Directors (CSDs)

- Customer Service Directors (CSDs) provide assistance, resolve problems and answer questions from GSA's customers, our Federal, state & local clients.
- CSDs also host seminars on a variety of useful topics, and are a valuable source of information on all of GSA's programs.
- CSDs also markets the use of GSA and our entire suite of Acquisition Tools provided by GSA to Federal, state, & local agencies.
- Visit [www.gsa.gov/csd](http://www.gsa.gov/csd) to find your local CSD.

# Tips for Success

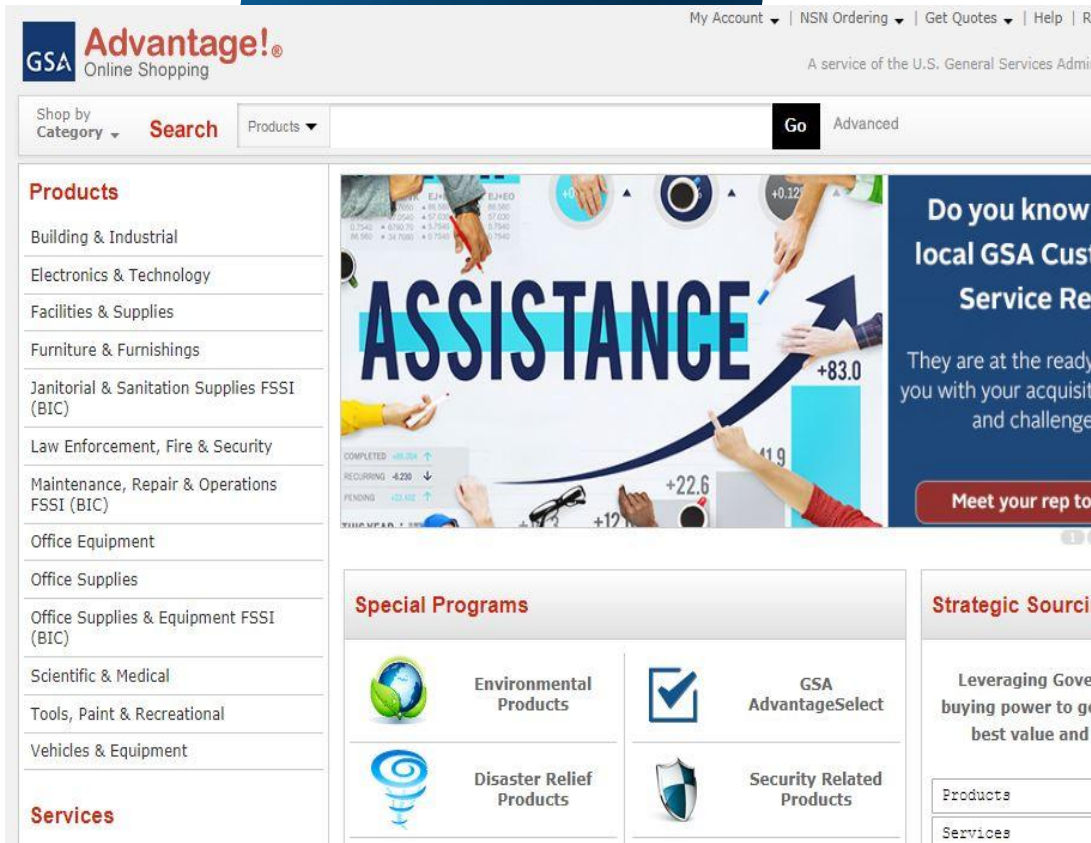
- 1 Respond to RFI's & Sources Sought Notices
- 2 Attend Industry "Days"
- 3 Strategically Manage Your Time at Matchmaking Events
- 4 Network with other GSA Contractors
- 5 Check GSA e-Buy for Opportunities

# Federal Supply Schedule Price List

- When you are awarded a GSA Schedule contract, you are required to prepare, print, and distribute a document called the Federal Supply Schedule (FSS) Price List.
- When designing your FSS price list, it is best to keep it simple and short.
- A one-page flyer covering only the required 26 points specified in your contract is usually best.
- The price list must be distributed to a Customer Mailing List provided to you by the Contracting Officer.
- When mailing the FSS Price List to your prospective customers, be sure to include your company brochure and other literature about your product or service.



# Submitting Your Electronic Catalog to GSA Advantage!



- GSA Advantage!® is the online shopping and ordering system that provides access to thousands of contractors and millions of supplies (products) and services.
- Government buyers can search for the products they need, compare prices and product information, and place their orders.
- As a GSA Schedule contractor, you are required to submit your electronic company catalog to GSA Advantage! no later than six months after your contract award.
- You can submit your electronic company catalog into the GSA Advantage! system by using the Schedule Input Program (SIP) software, available for downloading at the GSA Vendor Support Center (VSC) web site.

**Vendor Support Center ([gsa.gov](https://gsa.gov))**


# GSA eBuy Notifications

**GSA eBuy** RFQ Finder Prepare a New RFQ My RFQs Messages Welcome,

## RFQ Details

**Instructions:** Quotes may be reviewed prior to the closing date, but no award can be made until the RFQ close date has passed. Please evaluate and respond to each quote so that vendors are notified of the outcome.

RFQ ID: RFQ1545574 ✔ Active Return to My RFQs Forward Continue preparing Cancel Archive

RFQ Title <b>811310MR Vendors Test for Training</b>	Reference # / uPIID	Selected Categories & Vendors
This RFQ is a: <span>Seeking Sources</span> <span>Small Business set-aside</span>	RFQ Status <span style="background-color: yellow;">DRAFT</span>	<span style="background-color: #004a87; color: white; padding: 2px;">MAS: 811310MR - 43 Vendors</span>
	RFQ Issue Date not issued yet	

## Vendor Notifications

RFQ ID: RFQ1545574

[Click to view Description](#) are selected for RFQ Category

MAS 811310MR

### Machine and Equipment Maintenance Repair

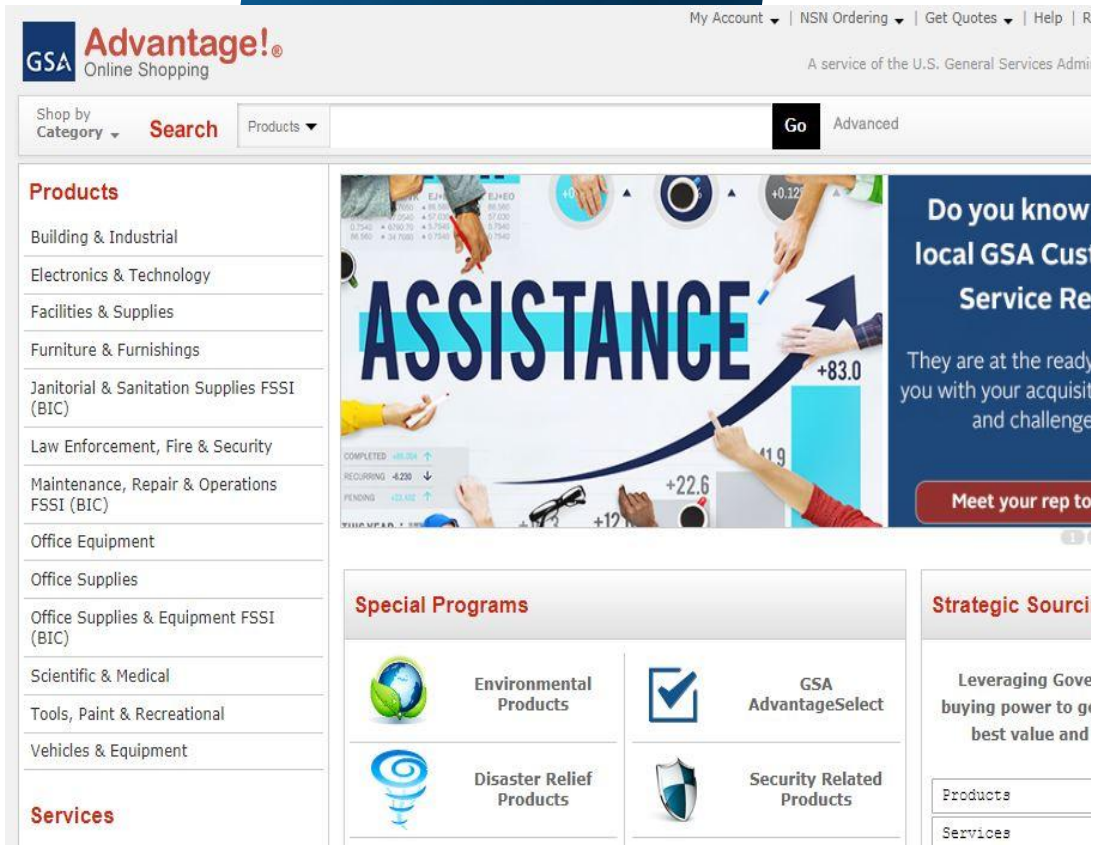
Includes maintenance and repair for commercial/industrial machinery and equipment, such as food machinery, cleaning equipment, and containers.

Vendor Name	Contract Number	Category	Vendor E-mail
KIPPER TOOL COMPANY	47QSHA18D000N	MAS: 811310MR	<a href="mailto:beth.garrish@kippertool.com">beth.garrish@kippertool.com</a>
SAW TRAX MFG INC.	47QSHA18D002U	MAS: 811310MR	<a href="mailto:amanda.astemborski@sawtrax.com">amanda.astemborski@sawtrax.com</a>
AHB TOOLING & MACHINERY, INC.	47QSHA19D000D	MAS: 811310MR	<a href="mailto:mike.gleason@ahbinc.com">mike.gleason@ahbinc.com</a>
INDUSTRIAL STRENGTH INDUSTRIES LLC	47QSHA19D0053	MAS: 811310MR	<a href="mailto:judy.b@industrialstrengthindustriesllc.com">judy.b@industrialstrengthindustriesllc.com</a>

# Make Your Website GSA Friendly!

- Use one of the GSA logos with your contract number on your home page.
- Provide a link from your company's website to your company's product listing on the GSA Advantage! website.
- Establish a special company email for GSA inquires.
- Use any of the special symbols (e.g., energy-efficient, recycled, environmental items) for which your company's products qualify on your company's web site.

# Use of the GSA Logo



- Use one of the "GSA Schedule" or "GSA Contract Holder" logos, along with your contract number(s), in your company's marketing materials and brochures.
- Be sure to also include a GSA logo on your company's home page.

**Visit:** <https://www.gsa.gov/logo>

# Additional Resources

- [Vendor Support Center \(GSA.GOV\)](#)
- [Small Business Support Contacts](#)
- [GSA Events](#)



# Questions?



FEDERAL ACQUISITION SERVICE  
**INDUSTRY  
PARTNER  
SYMPOSIUM**  
2023



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U.S. General Services Administration

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