



Customer Engagement?

What is GSA Region 6 Doing?

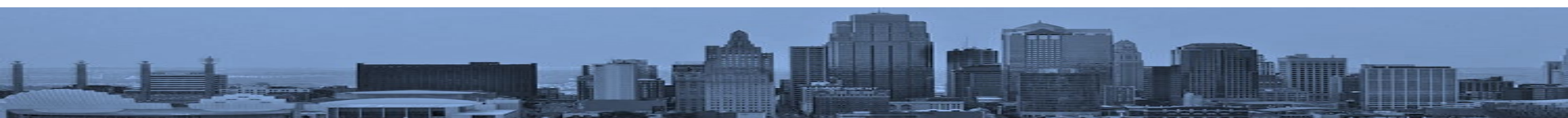
**Presented by
Denise Elsbernd
March 10, 2021**



Agenda

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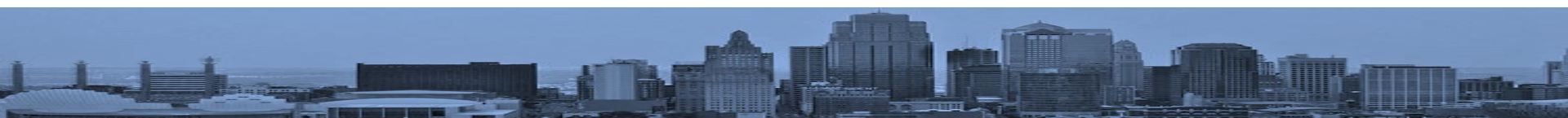
- Business Development
- Educating the Customer
- Facilities and Construction Category
- Industrial Products Category
- Looking Ahead
- Questions





Business Development Branch

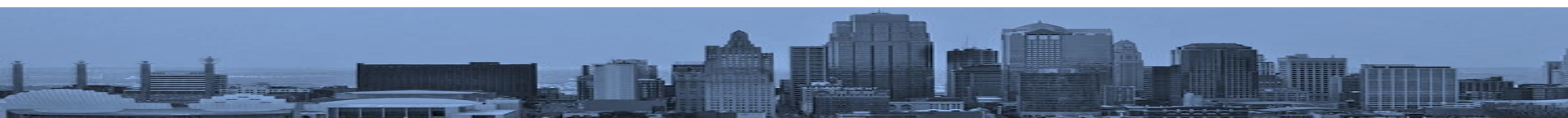
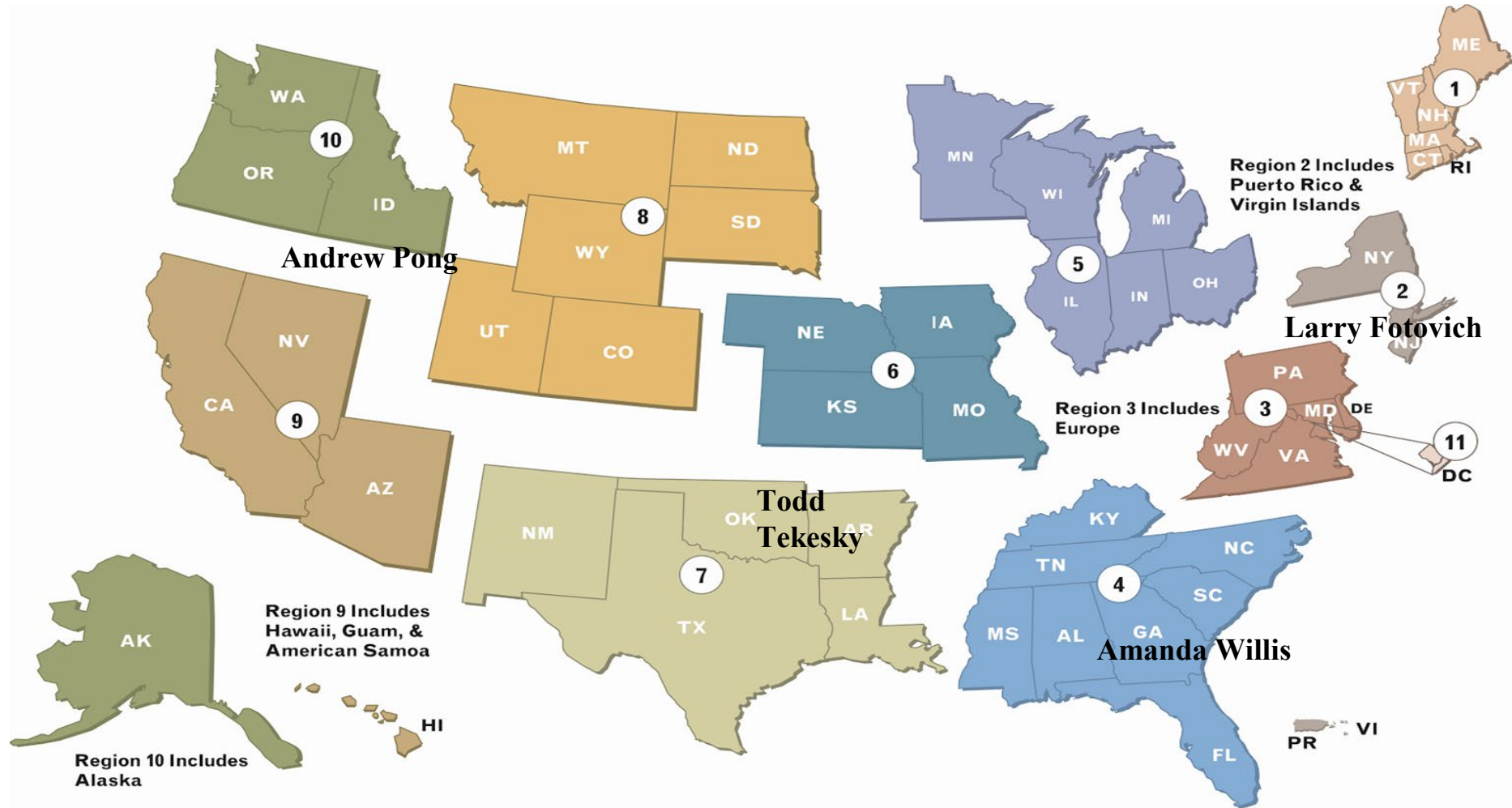
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Business Specialist GSA Regions

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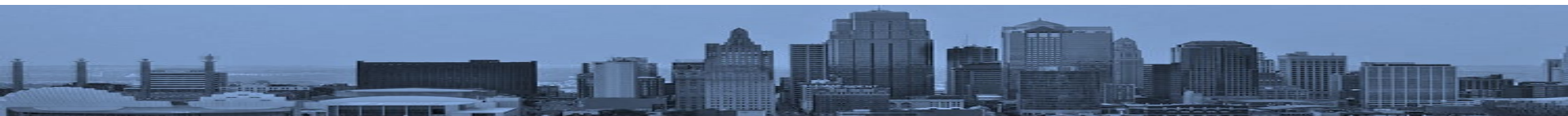


Business Development

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- We want to hear from you
 - What are we missing in our offering?
 - What do you see as an emerging trends in products and services in your companies
 - New Ideas in Green Purchasing





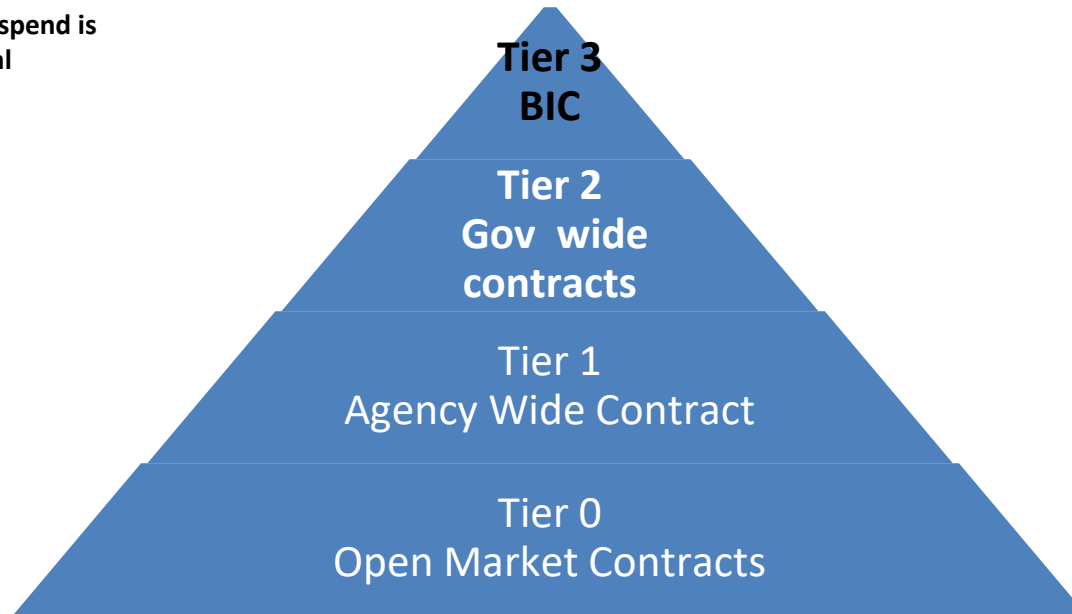
Government Wide Category Management

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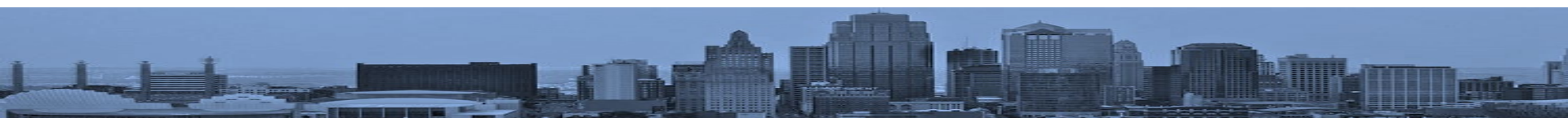
Category Management -Tier Spend

What this means to you!

- Category Management has Tier establish to label how spend is occurring in the Federal government.



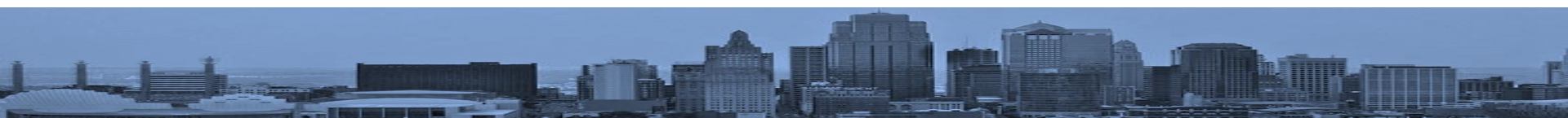
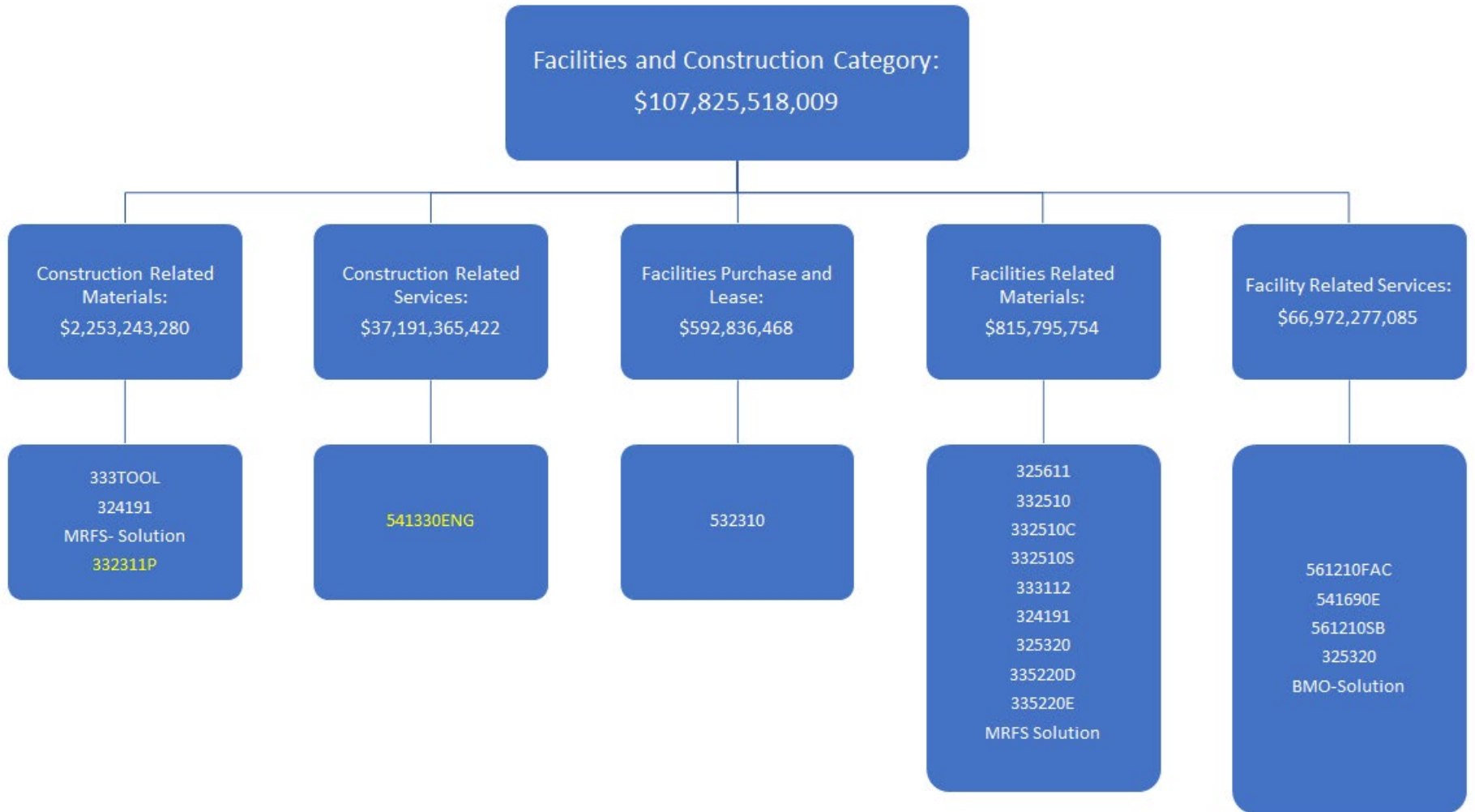
* Acquisition Gateway: A workspace for acquisition professionals and federal buyers to connect with resources, tools and each other to improve acquisition government-wide. <https://hallways.cap.gsa.gov/app/#/> *





Government-Wide Facilities and Construction Category

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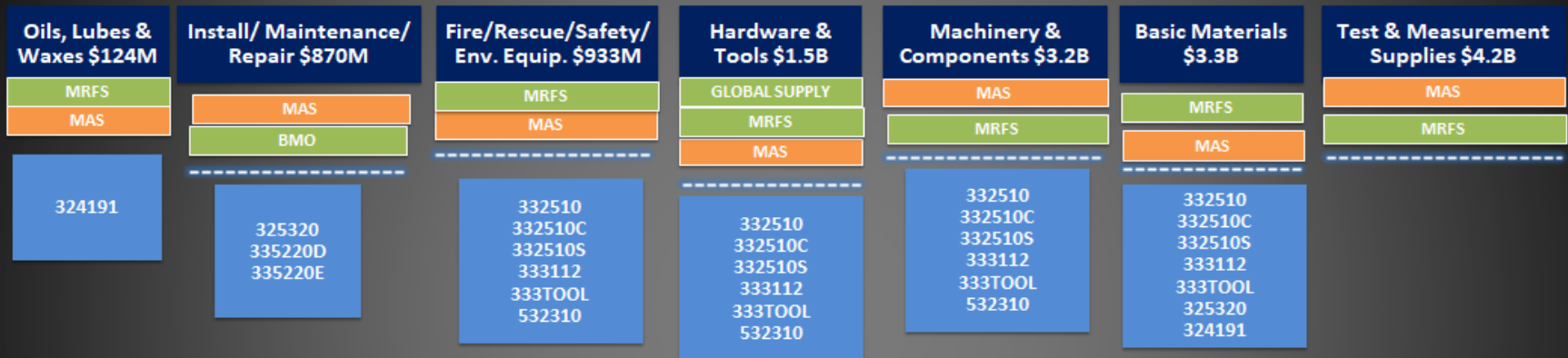


Industrial Products Category

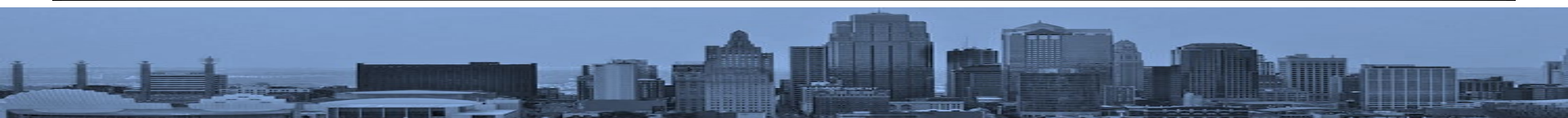
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FY20 Obligations for Industrial Products & Services Category

Industrial Products & Services ≈ \$14B



TIER 3/BIC
TIER 2
TIER 1

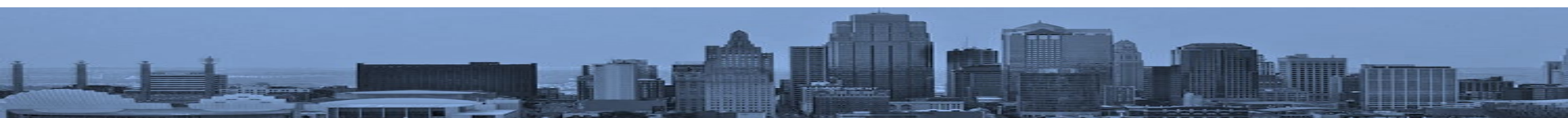




Looking Forward

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- Federal Marketplace - FMP 2020 Retro
 - <https://www.youtube.com/watch?v=jevQQdo7nGE>
- Digital Experience: Provide a consistently great digital experience connecting agency customers to GSA suppliers intuitively and efficiently in order to fulfill agency missions
- beta.sam.gov - new look on April 26th - On Feb 9 introduction was held and you can watch the recorded session
- Market Research as a Service (MRAS)
- Executive Orders





Points of Contact

U.S. General Services Administration

Dana Fairley - dana.fairley@gsa.gov

Larry Fotovich - lawrence.fotovich@gsa.gov

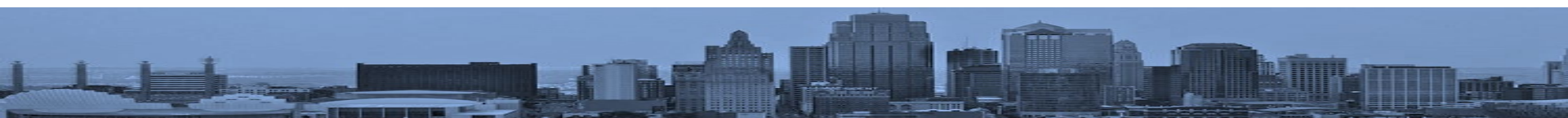
Todd Tekesky - todd.tekesky@gsa.gov

Andrew Pong - andrew.pong@gsa.gov

Amanda Willis - amanda.willis@gsa.gov

Emma Hall - emma.hall@gsa.gov

Denise Elsbernd - denise.elsbernd@gsa.gov





Questions