



U.S. General Services Administration

GSA Heartland Acquisition Center

Marketing the Region 6 Solutions

presented by

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Branch B

Business Development

Agenda

CASE Branch-B Business Development

- Who we are
- What we are
- What we are doing
- Where we are going

Who we are

Region 6 Solutions

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What we are

Region 6 Solutions

Facilities SINs:

238320, 541690E, 541513, 561210FAC, 561210SB, 561730,
811310MR

Industrial Products and Services SINs:

324191, 325320, 332510, 332510C, 332510S, 333112,
333TOOL, 335220D, 335220E, 532310

What we doing

so far for FY 2021

1. 2021 Facilities - Complete Facilities Maintenance and Management training (CLP certified)
2. 2021 IPS - Industrial Products and Services Training - (CLP certified)
3. Quarterly Regional News updates (Starting 2021)
4. Semi-annual Industry events (Such as this one or just a conference call)
5. Industry Working Group
6. Low/No Bid **
7. eBuy Open outreach
8. Executive Orders - effects on R6 offerings
9. International Marketing Conference (GSA internal) **
10. GSA MAS Category overviews (Agency facing)
11. BOS contracts (infancy stages)
12. Acquisition Planning Packages **
13. MRAS - Market Research as a Service
14. GSA Advantage search & report tool - individual items or BOM lists **



We are busy - But we like it like that

What we doing

Low/No Bid

1. Weekly report
2. Analyze Data - Why
3. Review eBay offering and associated documents
4. discuss with agency possible reasons
 - a. MRAS?
 - b. SOW-Review
 - c. SIN?
 - d. Time?
5. Suggestion - solutions



"Yeah, I see him too...But nobody wants to talk about it!"

What we doing

International Marketing Conference

1. Internal to all GSA - mandatory
2. Three day training event
 - a. Day 1 and day 2 - MAS offerings
 - b. Day 3 - collaborative environment for opportunity discussion
 - c. Local, National and International opportunities
3. Continued collaborative discussions - CSDs, Agencies & Branch B
4. Continual- not a one time event (Semi to Annual)

Ended Feb 4 and collaborative efforts are still going on

What we doing

Acquisition Planning Packages

1. Agency Facing - Acquisition documents library
2. Organized by MAs Category
3. Current - eBuy open SOWs & RFIs,
4. “How to use MAS Schedule” documents
5. GSA systems use documents - eBuy, eLibrary, Advantage
6. Helpful tips from category personnel
7. National team working to maintain current documents

What we doing

Acquisition Planning Packages

1. Agency Facing - Acquisition documents library
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That's it



Questions????

What are we going

1. Continued internal collaboration
2. Keeping our finger on the pulse
 - a. Agency facing
 - b. Industry facing (Help us identify)
 - i. changing trends
 - ii. outdated technology
 - iii. Industry standards - changes
 - iv. Emerging technology
3. Collaborative teams -
 - a. PBS
 - b. GSA Region 7
 - c. All GSA Regions
4. Industry and agency relationship building