

June 18-20, 2019 | Tacoma, WA

Collaborate



+

Cultivate



+

Maximize



+

Achieve



Collaborate **For Success**

Cultivate **Knowledge**

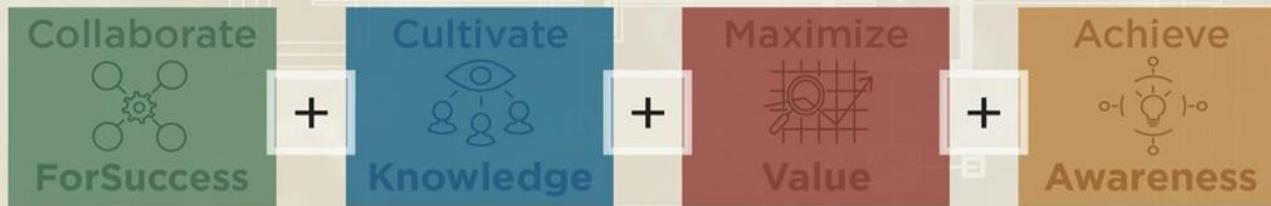
Maximize **Value**

Achieve **Awareness**

## Contracting Basics: Marketing and Business Development 101

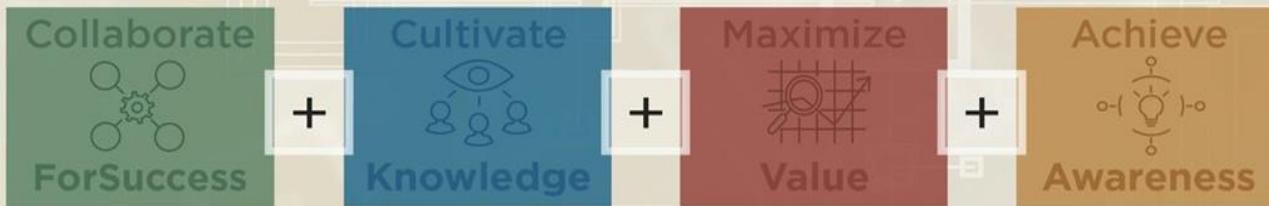
Chanda Tallman, Industry Liaison

Steve Sizemore, Director, Direct Client Support



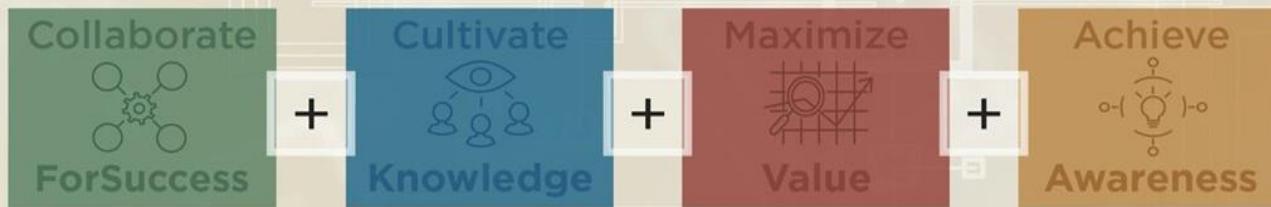
## Overview

- GSA's Role
- Industry Partner Role
- Best Practices/Ideas
- e-Tools



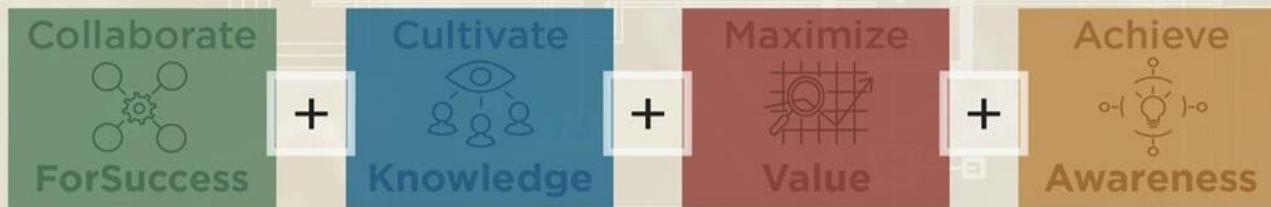
## GSA's Role Support Industry Partners

- Contract Administration
- Education
- Vendor Support Center
- Advertise and promote GSA solutions through multiple forums
- Maintain strong online presence through GSA.gov



## GSA's Role Support Federal Agencies

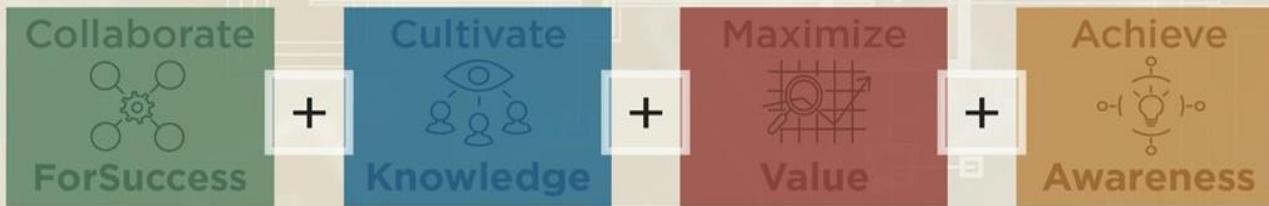
- Scope Reviews
- Acquisition advice
- Education and Training
- Conduct market research to ensure GSA contract offerings are relevant
- Ensure contract scope and T&Cs are adequate to meet ordering agency requirements
- Maintain strong online presence through GSA.gov



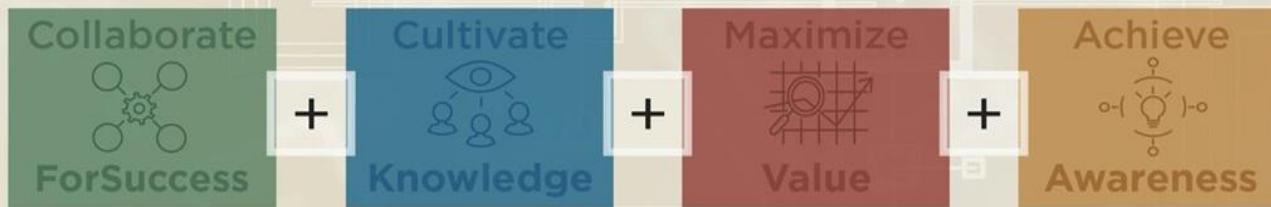
## Customer Service Directors

- GSA has a cadre of Customer Service Directors (CSDs) located throughout the World serving all federal agencies.
- CSDs provide front-line customer service and support to all agencies and have reach back capability to all of FAS to ensure customers needs are met.

[www.gsa.gov/csd](http://www.gsa.gov/csd)

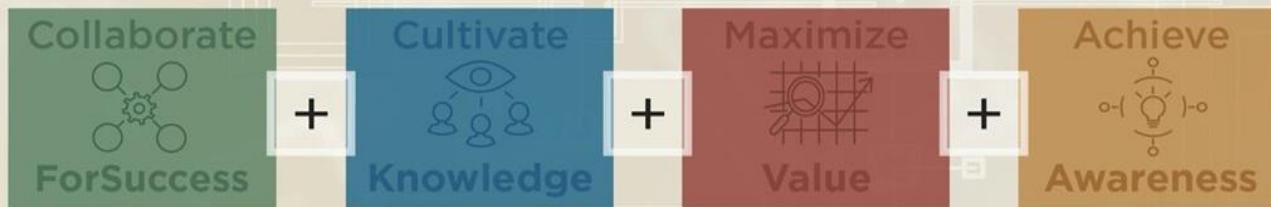


# Industry Partner Role



## Understand Federal Contracting

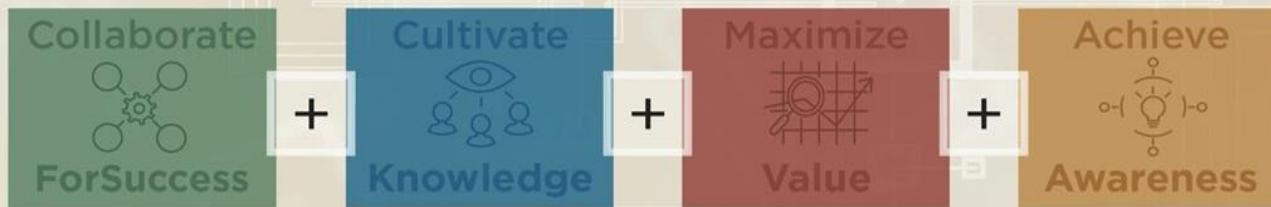
- Understand the details of your contract
  - Multi-agency IDIQ or Schedule
  - Ordering procedures (FAR 16.505 or 8.4)
  - Interagency acquisition policy
  - Be familiar with GSA ordering guides, e.g. MAS Desk Reference & OASIS Ordering Guide
- Understand the Marketplace (FPDS; FedBizOpps)
- Periodicals (Government Executive; Federal Computer Week, etc.)
- Agency Websites



## Professional Services Category Website

- PSHC Contract Vehicle fact sheets
- OASIS Industry Resource Library
- OASIS Dashboard
- PSS SIN specific and OASIS Ordering Guides
- PSS Modification Instructions
- Professional Services BPAs

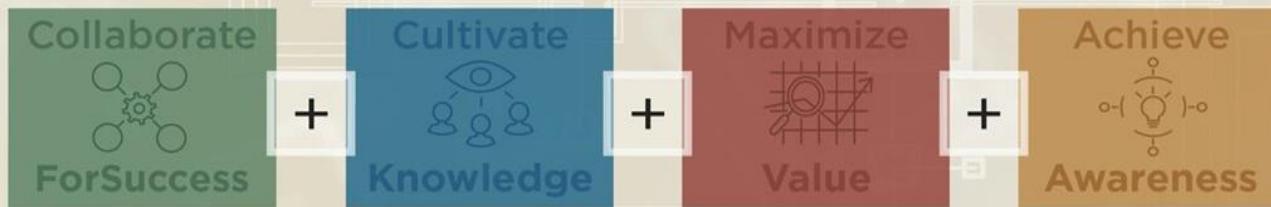
<https://www.gsa.gov/professionalservices>



## Now that You Have Your Schedule Contract

- The [Welcome Portal](#) is located on gsa.gov
  - First Steps Checklist - Contractor Compliance
  - Time Sensitive Guidance
  - Marketing your Schedule contract
  - New Contractor Training Opportunities
  - Additional etools links

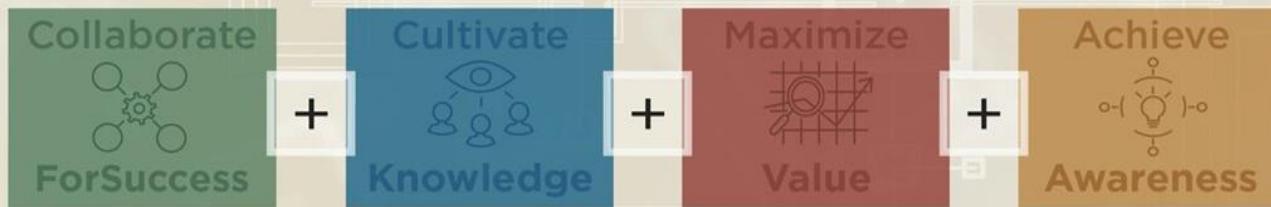
<https://goo.gl/MTvYNS>



## Administer your Schedule Contract

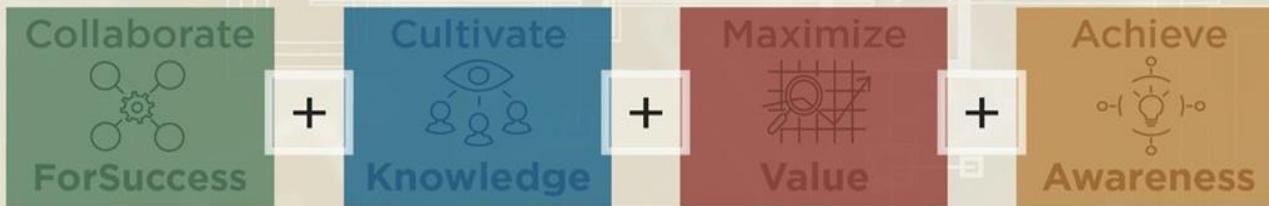
- Ensure contact information and price list are always up-to-date (see [vsc.gsa.gov](http://vsc.gsa.gov))
- Process mass modifications in a timely manner
- Be aware of current developments, new or revised SINs, and initiatives

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

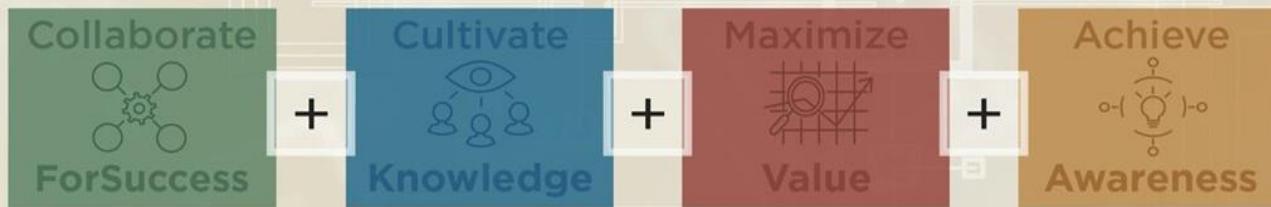


## What Happens after 20 Years?

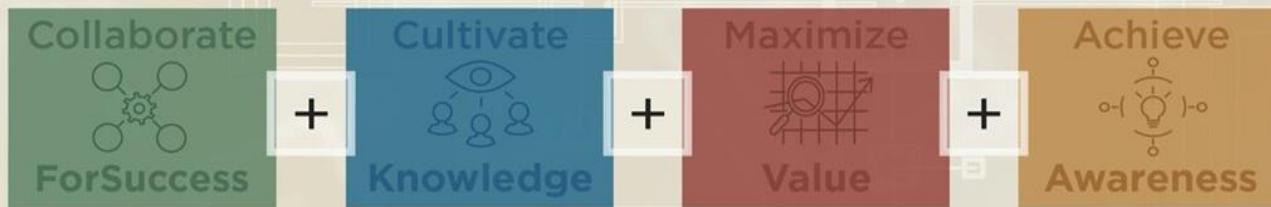
- Be proactive about submitting an offer for a new Schedule contract early into your final option period
- Timely submission will help to ensure:
  - Schedule contract continuity
  - Eligibility to pursue BPAs that would extend beyond your Schedule contract end date



# Best Practices

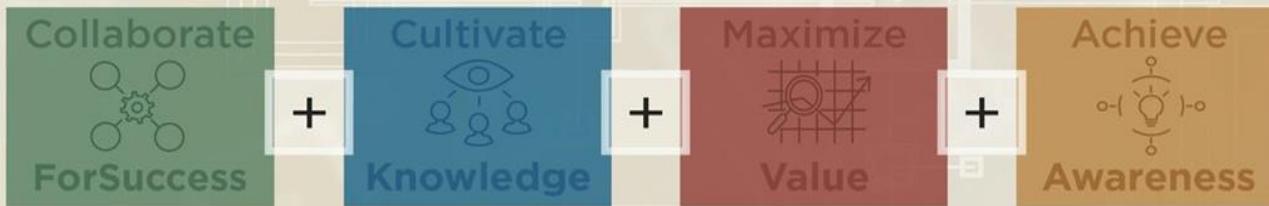


- Mass emails are not effective
- Focus on end users and not just the buyer
- Attend industry days, not only meet government, but meet other potential business partners
- Procurement Technical Assistance Centers (PTACs)
- SBA funded organizations
- Advance Planning Briefing for Industry (APBI)
- Know your local small business office

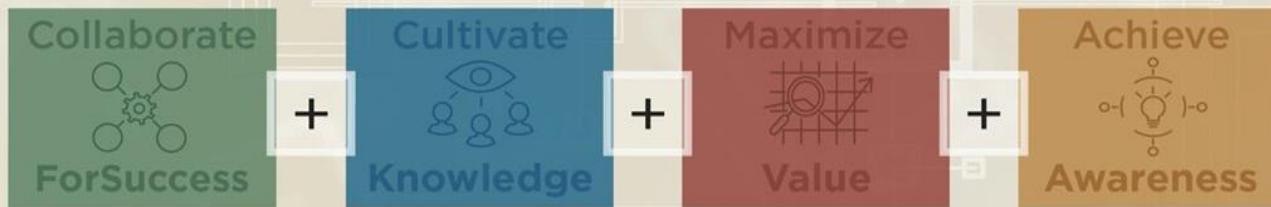


# Capability Statement or White Papers

- **Point of Contact:** Include name, phone number and email address
- **Company Credentials:** DUNS and CAGE Code
- **Business Size:** Include all small business classifications your company fits
- **NAICS:** Include the NAICS that cover your company capabilities (note primary NAICS – and the fact that NAICS must flow from contract)
- **Contract Vehicles:** Highlight what contracting vehicles your company has such as GSA Schedules, MACs, or GWAC's
- **Past Federal Clients:** Provide a list of agencies you have worked to demonstrate past performance
- **Statement on Core Competencies:** Briefly identify your competitive advantage and how you can fulfill a customer's needs better than another company

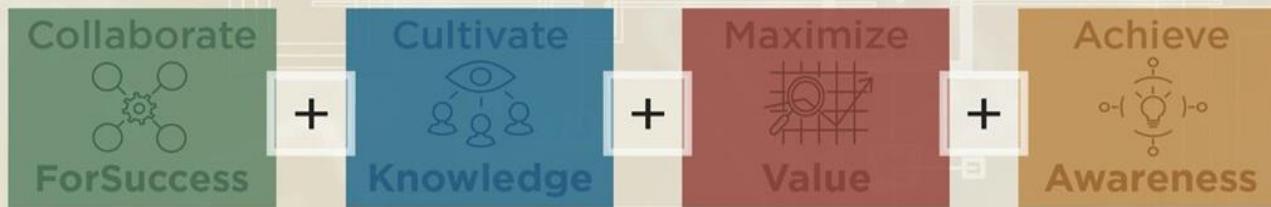


# Teaming and Subcontracting



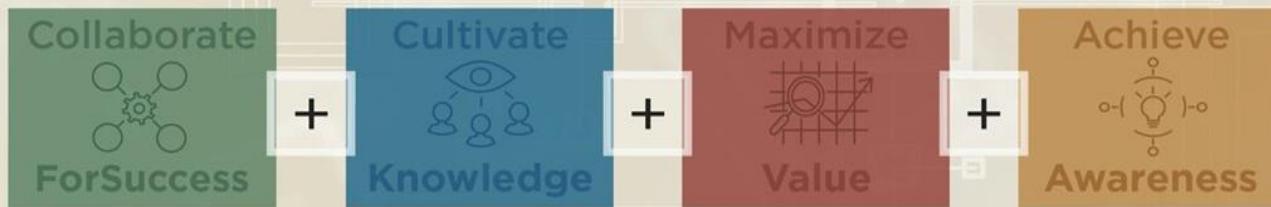
## Schedules Contractor Teaming

- A Federal Supply Schedule (FSS) CTA is a business arrangement between two or more MAS contractors
- Contractors join together to provide a total solution to meet an agency's requirements
- Contractors complement each other
- Allows contractors to compete for orders for which they may not qualify independently
- Guidance at [www.gsa.gov/cta](http://www.gsa.gov/cta)



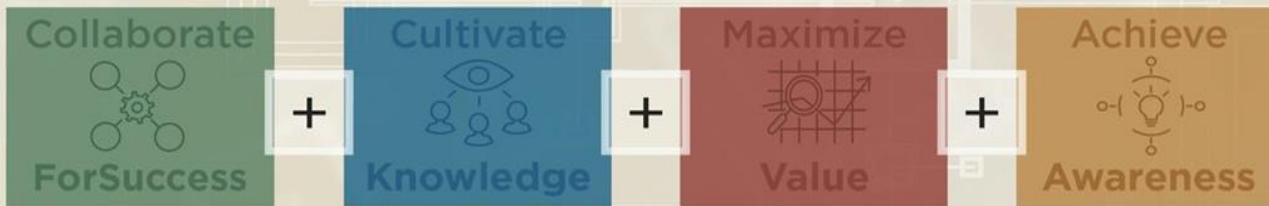
## Schedules Contractor Teaming

- The FSS CTA does not create a separate legal entity, but allows FSS contractors to meet ordering activity requirements by combining the supplies and/or services from each team member's separate FSS contract in response to ordering activity requests for quote.
- Under an FSS CTA each member of the team maintains privity of contract.
- The Agreement document is crafted by the FSS contractors who are partnering together, not the government.

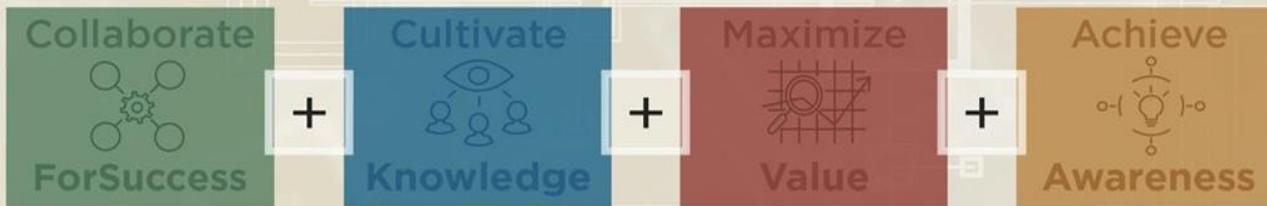


## Schedules Contractor Teaming

- Orders placed under an FSS CTA are subject to the terms and conditions of each team member's FSS contract
- Roles and responsibilities are defined by the team
- FAR 9.6 is not applicable to Schedules teaming



# GSA eTools



# interact.gsa.gov

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## CONNECT

Connect to share information with thousands of community members from government staff to industry partners.

[▶ More](#)

## JOIN

Join Interact today and gain access to the many groups that focus on topics from GSA Schedules to sustainability and beyond.

[▶ More](#)

## LEARN

Learn about the many upcoming events and training opportunities available online and at a location near you.

[▶ More](#)

## DISCUSS

Discuss your views on trending topics and discover the collaborative experience of Interact.

[▶ More](#)

### Featured Content

Important OLM and CSA Update for...

GSA/FAS is planning to begin the roll-out of the Commercial Supplier Agreement (CSA) and Order...

IT Acquisition Summit 2018

### Get Started

Welcome to GSA Interact, an open, collaborative community for connecting, communicating, learning and engaging across GSA topics

### Featured Groups

Professional Services Category

Welcome to the Professional Services Category Community a forum to connect GSA's industry partners...



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# Multiple Award Schedules

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## Featured Content

**GSA/FAS Order Level Materials (OLM) Training**  
COURSE: FCL-GSA-0105 - IMPLMENT OF ORDER-LEVEL MATER AUTH UNDER FSS COURSE  
DESCRIPTION: This course will provide an overview of the authority to... [More](#)

**May 2018 GSA Webinars (FAITAS Courses)**  
GSA Acquisition Training Webinars are designed for the Federal acquisition professional seeking to more effectively use the GSA Schedules program and... [More](#)

**GSA Industry Partner Training**

## What's Happening...



**MAS Blogger**  
**Order-Level Materials Vendor Webinar - Training Slides and FAQ**

Training slides from the May 9, 2018, Order-Level Materials vendor webinar are attached below.

[Read More](#)

Total Views : [totalcount]  
Last Activity: 6/13/2018 9:51 AM  
in Multiple Award Schedules

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**MAS Blogger**  
**Important OLM and CSA Update for Existing FSS Contractors**

GSA/FAS is planning to begin the roll-out of the Commercial Supplier

## Group Info

The purpose of this blog platform is to enhance communication and information regarding GSA Schedules. Blog posts on this platform includes in-depth... [▶ MORE](#)

## Stay informed!

To stay informed on the group's latest updates, **subscribe here**.

Download the 2018 Spring Quarterly Newsletter

**DRAFT Solicitation Refreshes and Mass Modifications**

View and comment on posts of proposed Multiple Award



# OASIS Interact Community

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## ➔ Welcome to the OASIS Community!

Thank you for visiting GSA's One Acquisition Solution for Integrated Services (OASIS) Industry Community. The purpose of this community is to collaborate with GSA's industry partners as well as customers and other stakeholders regarding GSA's two OASIS contract solutions. We want to hear from you! ....

### Group Info

Welcome to the One Acquisition Solution for Integrated Services Community; a forum to connect GSA's industry partners and the federal acquisition... ► MORE

### Historical Content

Interested in reading and reviewing OASIS pre-decisional and market research info? **Click here for archived content.**

### Resources

### Videos

- OASIS Discovery Tool
- OASIS Dashboard
- Acquisition Gateway
- Solutions Finder

### Featured Content

#### A "Sea Change" at the General Services Administration

In remarks at an industry conference in Fairfax, Virginia on Oct. 30, U.S. Air Force Major General Wendy Masiello, Director of Contracting, commented... [More](#)

#### Update from OASIS Team Regarding Removal of Pre-decisional Blogs and Posting of Q&A

### What's Happening...



#### OASIS Blogger Discovery Market Research Tool Back Online

The OASIS Discovery tool, now rebranded as Discovery, is back online. The digital market research tool provides information on all OASIS contract holders including pool and contract family, experience, and small business socio-economic status.

[Read More](#)

Total Views : [totalcount]  
Last Activity: 2/16/2018 9:56 AM  
in Professional Services Category, OASIS Interact Community

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# Army Contracting Command - Redstone / SETAS

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➔ **WELCOME!**

The System Engineering and Technical Assistance Support program (SETAS) Interact community page is a place for Army Contracting Command - Redstone (ACC-R) to engage and communicate current and future requirements with industry partners and stakeholders pertaining to the SETAS program. ....

**Featured Content**

**SETAS ANTICIPATED TRANSITION TO SCHEDULE - 04 JUN 2018**

Dear Industry Partners, Attached is the revised anticipated SETAS task order schedule. This schedules introduces some major changes. First,... [More](#)

**REVISED SETAS ANTICIPATED TO SCHEDULE**

**What's Happening...**



**haleighdobbs**

**SETAS ANTICIPATED TRANSITION TO SCHEDULE - 04 JUN 2018**

Memo: DoD Working Capital Funds Study Group, Subcommittee for Accounting Policies, Systems, and Practices Scott R. Thomas 15.00

[Read More](#)

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Last Activity: 6/4/2018 2:43 PM  
in Army Contracting Command - Redstone / SETAS

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**Sub Groups**

OASIS Interact Community

**Group Info**

Contracting and Acquisition Management Office (CAMO) Advisory and Assistance Services - SETAS Building 5224, Martin Road Redstone Arsenal, AL 35898-5280

**Members**

54 members

[angieliener](#)

[syrekd](#)

[hillmurray](#)

▶ [VIEW ALL](#)



# Acquisition Gateway

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➔ **Welcome to the Gateway Interact Community!**

The Acquisition Gateway is a resource hub for acquisition professionals and government buying offices across agencies to share information and best practices. Check out the latest resources, tools and activities at <https://hallways.cap.gsa.gov/> Join this Interact community and stay plugged into upcoming Gateway demos, newly released features, and engage with us in discussion about tools we are building with and for the federal workforce .... **JOIN THE GATEWAY**

**Group Info**

The Acquisition Gateway is a resource hub for acquisition professionals and government buying offices across agencies to share information and best... ► MORE

[Join](#)

**Give Feedback & Discuss Future Features!**

Build the Gateway With Us! We're looking for your input & discussion as we post future feature concepts and designs to our Interact community. Email [hallways\\_contribute@gsa.gov](mailto:hallways_contribute@gsa.gov) to set up a one-on-one feedback session, and check back often for polls and new sets of questions form our product team.

**Featured Content**

**Register for Acquisition Gateway U - Spring Session!**  
Registration is Open for Acquisition Gateway University - Spring Session! When? April 23 - May 4, 2018 What is it? Daily webinars, one hour in...  
[More](#)

**Popular Tags**

[usability testing](#) [contribute](#)  
[Gateway Project Center](#)

**What's Happening...**

**Comm'l Platform... Register for Acquisition Gateway U - Spring Session!**

Registration is Open for Acquisition Gateway University - Spring Session!  
[Read More](#)

*Total Views : [totalcount]*  
*Last Activity: 5/24/2018 9:53 AM in Acquisition Gateway*

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Comments (1)



## ACQUISITION GATEWAY

A workspace for acquisition professionals and federal buyers to connect with resources, tools and each other to improve acquisition government-wide.

**Federal Government Users**  
Click here to sign in for full access

**Non-Federal Government & Public Users**  
Click here for public access



### NEED HELP SIGNING IN?

The Gateway authenticates Federal Government users via OMB MAX. To sign in and gain full, unrestricted access to the Gateway, follow the steps below:

 **Watch** our Sign-in Video

1. **Register** an account with OMB MAX
2. **Insert** your PIV/CAC card (card reader required).
3. **Select** "Federal Government Users" button. You may be prompted to enter a PIN in a pop-up window.
4. **Enter** PIN and select OK to sign in and enter the Gateway.

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Welcome Video



Tutorials



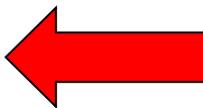
New Features



## Conduct Market Research

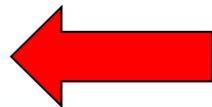
### Solutions Finder

Compare and contrast acquisition offerings from different agencies to better understand the federal market.



### CALC Tool

Compare hourly labor rates against your solicitation responses.



## Manage Your Acquisition Package

### Project Center

Track the progress of your acquisition with Project Center! Store all of your solicitation documents as well as vendor quotes here.

### Document Library

Check out our templates and resources here and see what others have written for acquisitions similar to yours!

# DISCOVER GUIDANCE BY CATEGORY

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Interactive Applications

- CALC Tool
- Discovery Tool
- Forecast of Contracting Opportunities
- Global Search
- GuardFinder
- Project Center
- Solutions Finder

- Welcome Video
- Tutorials
- New Features



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## DISCOVER GUIDANCE BY CATEGORY

*What to buy, Where to buy, How to buy it*

- Market Intelligence
- Best-in-class buying practices

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Data Centric Applications

- About Category Management
- Acquisition Innovation Hub
- Acquisition Podcasts & Videos
- Best in Class (BIC) Resource
- Document Library
- Gateway Central
- Green Procurement Compilation
- Hallways
- Steps to Performance Based Acquisition (SPBA)
- TechFAR Hub
- Additional Resources

Conduct  
Market Research

Manage  
Your Acquisition Package

**Solutions Finder**

Compare and contrast acquisition offerings from different agencies to better understand the federal market.

**CALC Tool**

Compare hourly labor rates against your solicitation responses.

**Project Center**

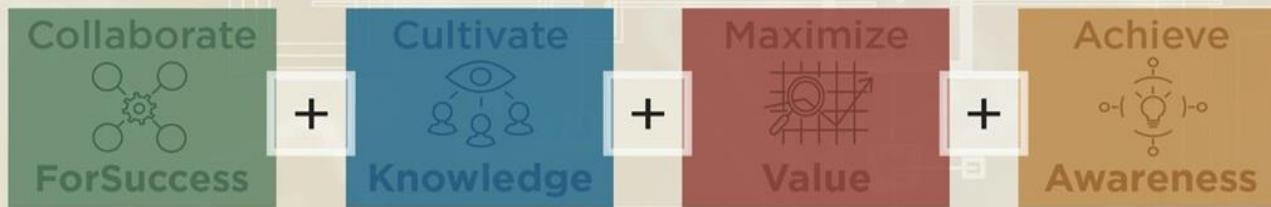
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**Document Library**

Check out our templates and resources here and see what others have written for acquisitions similar to yours!

# DISCOVER GUIDANCE BY CATEGORY

*What to buy, Where to buy, How to buy it*



## Contract Awarded Labor Category (CALC)

- 30,549 users (FY18 YTD) spend an average of 11:34 minutes on the site
- The CALC tool is used for market research and IGCE's (early in the procurement cycle)
- This means greater exposure & name recognition by procurement professionals
- Ensure you are visible to ordering agencies using CALC
  - Labor Categories/Pricing
  - Labor Category Keywords
  - Professional Certifications
  - Security Clearances

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▶ e-Buy Training

Government

## Buyers

Please enter your GSA Advantage! Membership User ID and Password.

User ID

Password

▶ Login

- ▶ Register for a User ID and Password
- ▶ I Forgot my User ID and/or Password.

GSA

## Contractor

Please enter your Contract number and Password as provided by the Vendor Support Center.

Contract Number

(Example: GS99F9999F,  
V123P1234A, or GSOOTO7NSD1234)

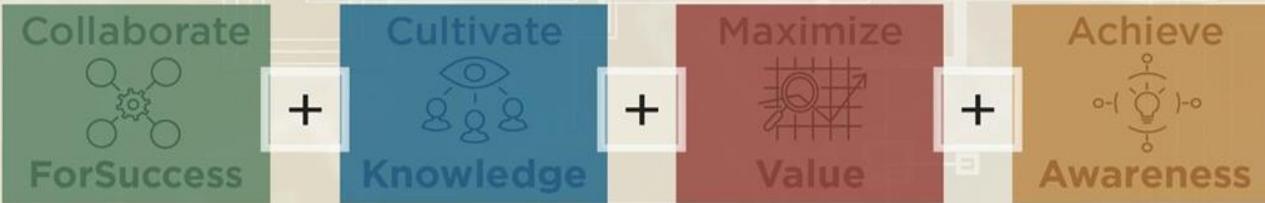
Password

▶ Login

- ▶ Forgot Your Password?  
Please contact the VSC at 1-877-495-4849 or e-mail us at [vendor.support@gsa.gov](mailto:vendor.support@gsa.gov).



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



**Welcome!** GSA eLibrary is your one source for the latest GSA contract award information. GSA offers unparalleled acquisition solutions to meet today's acquisition challenges. GSA's key goal is to deliver excellent acquisition services that provide best value, in terms of cost, quality and service, for federal agencies and taxpayers.

GSA offers a wide range of acquisition services and solutions utilizing a variety of tools, contract vehicles, and services to meet the customer's specific needs including Multiple Award Schedules, Governmentwide Acquisition Contracts, Technology Contracts, and Assisted Acquisition Services. For more information on what GSA has to offer, visit [GSA.gov](http://GSA.gov).

**Quick Search**

Go to

Select a Contract Vehicle

**Schedule Contracts**

GSA schedule contracts offer direct delivery of millions of state-of-the-art, high-quality commercial supplies and services at volume discount pricing!

- View schedule contracts
- GSA schedules info
- VA schedules info
- NAICS schedule/SIN crosswalk
- PSC schedule/SIN crosswalk

**Technology Contracts**

GSA technology contracts cover the whole spectrum of IT solutions, from network services and information assurance to telecommunications and purchase of hardware and software.

- View technology contracts
- GSA technology contracts info

**State and Local Governments**

**Cooperative Purchasing** COOP PURCH

Purchase IT products, services, and support equipment from Federal Supply Schedules.

- View participating vendors
- Cooperative Purchase FAQ

**Disaster Purchasing** DISAST PURCH

**Search**

in

enter **Keywords, Contract Number, Contractor/Mfr Name, Schedule/SIN/GWAC Number, NAICS**

Contractor Directory (a-z)

Cross-Schedule Search

**Category Guide**

**Spring/Summer Supplies & Services**

- Disaster Relief
- Hospitality, Cleaning, & Chemicals
- Laboratory, Scientific, & Medical
- Office Solutions
- Security Solutions
- Tools, Hardware, & Machinery
- Vehicles & Watercraft

- Building & Industrial
- Furniture & Furnishings
- IT Solutions & Electronics
- Law Enforcement, Fire, & Security
- Recreation & Apparel
- Services
- Travel & Transportation Solutions
- Wildland Fire & Equipment

**News...**

**Important Security enhancement for GSA Advantage**

**Announcing the new Human Capital and Training Solutions (HCaTS) Program contracts.** HCaTS provide reliable, flexible, fast and efficient ways to obtain best value customized solutions for human capital management and training requirements. Additional information can be found on the [HCaTS webpage](#)

**Get Quotes**

GSA eBuy is an easy-to-use electronic Request for Quotation (RFQ) system designed to facilitate the request for submission of quotations.



**Additional Information**

**Customers**

- Training Opportunities
- FPDS-NG

**Contractors**

- FedBizOps
- Schedules Sales Query



# Forecast of Contract Opportunities

[Home](#) » [Agency Recurring Procurement Forecasts](#)

## Agency Recurring Procurement Forecasts

▶ [Home Page](#)

▶ [Small Business](#)

▶ [Business Opportunities](#)

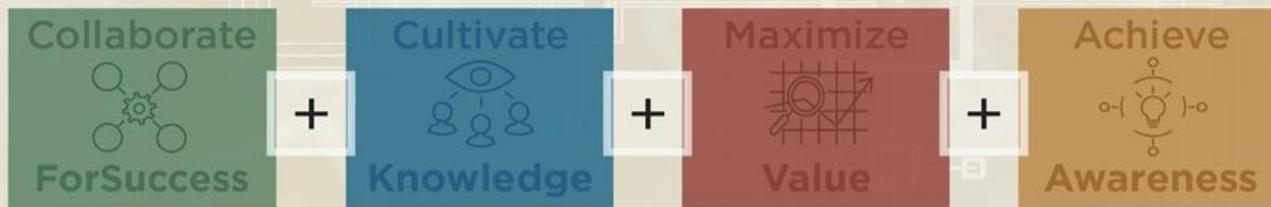
▼ [Procurement Forecast](#)

[Department of Agriculture](#)

[Department of Commerce](#)

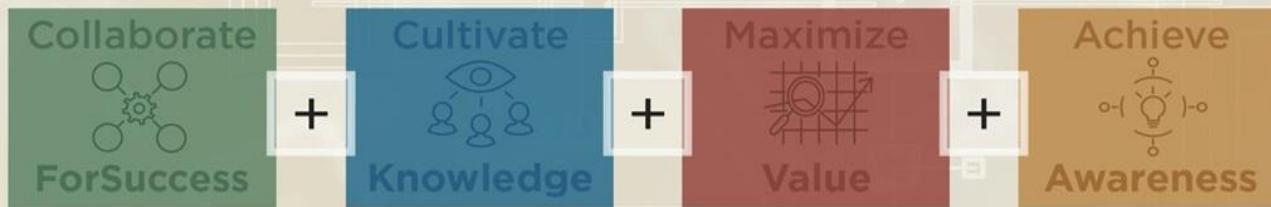
[Department of Defense](#)

[Department of Education](#)



## Resources

- [www.gsa.gov/schedules](http://www.gsa.gov/schedules)
- [www.gsa.gov/oasis](http://www.gsa.gov/oasis)
- USA.gov (A-Z Index)
  - Government agencies Link
- Carroll Publishing
  - [www.carrollpublishing.com](http://www.carrollpublishing.com)
- Federal Yellow Book Mailing List
  - [www.leadershipdirectories.com](http://www.leadershipdirectories.com)



## Resources (cont)

- Federal Procurement Data System (FPDS)
  - [www.fpds.gov](http://www.fpds.gov)
  - Requires some training
  - Don't discount the usefulness of the data (type of funding, expiring contracts, etc.)
- ITSS for GSA Assisted Acquisition Services Opportunities  
<https://portal.fas.gsa.gov/web/guest>
- Air Force EPASS – uses FBO (OASIS opportunities)
- Federal Acquisition Jump Station
  - <http://nais.nasa.gov/fedproc/home.html>

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