How to Market to the Federal Government

Geri Haworth
Professional Services Category Management - Branch Chief
General Services Administration

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Overview

➢ GSA’s Role

➢ Your Role

➢ e-Tools -- best use

➢ Best Practices/Ideas
GSA’s Role

➢ Conduct Market Research
➢ Advertise & Promote
➢ Develop Marketing Material
➢ Attend Events/Shows and conferences
➢ Interact with Agencies
➢ Train Agencies

➢ Manage Web Page
➢ Manage 1-800#
➢ Assist Contractors with GSA Advantage
➢ Assisted Services
➢ Assist agencies with SOW reviews
➢ Provide resources to GSA Contractors
Customer Service Directors

GSA offers a worldwide network of knowledgeable Customer Service Directors (CSDs). CSDs provide assistance, resolve problems and answer questions from GSA’s customers. CSDs also host seminars on a variety of useful topics, and are a valuable source of information on all of GSA’s programs.

View the Customer Service Director servicing the area in question, or select the state below.

Select State or Territory

Select a State  Go

gsa.gov/csd
Your Role
Understand Federal Contracting

GSA VISION

GSA provides the best value for government and the American people

GSA has been delivering the best value in real estate, acquisition and technology services, to the federal government and American people for more than 67 years.

READ MORE

FOCUS ON...

DESIGN AND CONSTRUCTION  CYBERSECURITY  2017 FEDERAL TRAINING SYMPOSIUM
Understand Federal Contracting

➢ Sources of Information

• DOD -- OSD
  
  (www.acq.osd.mil/osbp/docs/government_contracting_the_basics.pdf)

• Association of Procurement Technical Assistance Centers
  
  (www.aptac-us.org)

• Federal Acquisition Institute
  
  (www.fai.gov)

• Defense Acquisition University - Continuous Learning Module
  
  (https://learn.dau.mil)

• Where in Federal Contracting?
  
  (www.wifcon.com)
Environmental Scanning

Free

➢ Periodicals
  • Government Executive
  • Federal Computer Week
  • Federal Times (Army, AF, etc.)

➢ FPDS
➢ FedBizOpps
➢ Federal Acquisition Jump Station
➢ Agency Web Sites
➢ Gov Loop

Fee-Based

➢ ASI Government - Virtual Acquisition Office
➢ CEB Procurement Leadership Council
➢ Bloomberg Government
interact.gsa.gov

GSA Interact

Join Interact today and gain access to the many groups that focus on topics from GSA Schedules to sustainability and beyond.
vsc.gsa.gov
Guide to Marketing to the DoD: A Step-by-Step Approach to the DoD Marketplace:

www.acq.osd.mil/osbp/sb/guide.shtml

http://www.acq.osd.mil/osbp/docs/MarketingToDoD.pdf
A Source of Federal Procurement Data

Federal Procurement Data System - Next Generation

Login

Log-In: 
Password: 
Log In

Top Requests

- Recovery Report
- Recovery Data (Recipient-Reported, Cumulative Summary)
- Recovery Data (Recipient-Reported, FY2013Q4)
- Hurricane Sandy Report
- Hurricane Irene Report
- Pacific Earthquake/Tsunami
- Hurricane Earl Report
- Gulf Oil Spill Report
- Haiti Earthquake Report
- Hurricane Katrina Report
- Hurricane Rita Report
- Other Hurricane/Disaster Relief
- Oklahoma Tornado 2013 Report

FY 2015 Small Business Goaling Report

FY 2015 Small Business Goaling Report is now available on the ‘Reports’ page of FPDS-NG. Click here for the report. The Small Business Goaling Report is a department level report that displays Small Business data for a specified date range by Funding/Contracting Agency.

NIA Expiration Date Extended to 2017

1. National Interest Action value ‘Operation Freedom’s Sentinel (OFS)’ expiration date has been extended from 12/31/2015 to 12/31/2017 on the FPDS-NG Production System. National Interest Action value ‘Operation Freedom’s Sentinel (OFS)’ is valid from 01/01/2015 to 12/31/2017.
2. National Interest Action value ‘Operations in Iraq and Syria’ expiration date has been extended from 09/30/2015 to 09/30/2017 on the FPDS-NG Production System.

fpds.gov
Search more than 31,600* active federal opportunities.

Posted Date: Last 90 Days  Set-Aside Code: Any
Place of Performance: Any State or Territory  Type: Any
Keyword / Solicitation #:  Agency:

Search

Additional criteria and multiple selections are available on the advanced search form.

* Notices posted within the last 90 days.
Forecast of Contract Opportunities
Other Resources

➢ Federal Procurement Data System (FPDS)
  • www.fpdc.gov
  • Requires some training

➢ FedBizOpps
  • www.fedbizopps.gov

➢ Federal Acquisition Jump Station
  • http://nais.nasa.gov/fedproc/home.html

➢ Search Gov.com
  • http://www.searchgov.com

➢ USA.gov (A-Z Index)
  • Gov’t agencies Link

➢ Carroll Publishing
  • www.carrollpublishing.com

➢ Federal Yellow Book Mailing List
  • www.leadershipdirectories.com
GSA Digital Resources

E-Tools
GSA Advantage e-Buy allows Federal buyers to prepare and post Requests For Quotes (RFQs) for a wide range of products and services offered through the Federal Supply Schedules program.

To receive automatic email notification of new RFQs in your SIN categories or to review or change your profile information, click the "Profile" tab above.
View Active RFQs in Your SiNs

Instructions: Below is a list of all active Requests For Quotes (RFQs) within your Categories. To review an RFQ and/or prepare a Quote, select the RFQ ID. A ✓ indicates you have already prepared a quote or submitted a "no quote" for that RFQ. To remove RFQs from this listing, select the appropriate RFQs and then click "Remove RFQs". Remove RFQs will not remove any quotes previously submitted, quotes will remain under My Quotes. This listing can be sorted by clicking on a column header.

Contract Number: GS-00F-0000M

<table>
<thead>
<tr>
<th>Source</th>
<th>Category</th>
<th>RFQ ID</th>
<th>RFQ Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>70</td>
<td>132 33</td>
<td>✓ RFQ67369</td>
<td>Document Management Services</td>
</tr>
<tr>
<td>70</td>
<td>132 8</td>
<td>RFQ67588</td>
<td>Copier Services</td>
</tr>
</tbody>
</table>
http://www.gsaelibrary.gsa.gov
Schedule Sales Query Report Generation System

Step 2 of 3

We have various report formats from which to choose. Please see the *examples* of each report to determine which one will suit your needs. Please select the type of report you want to view.

- 1. All Schedules by Fiscal Year
- 2. All Schedules by all Available Fiscal Years
- 3. SIN & Schedule Totals by Fiscal Year
- 4. All Contract Sales by Schedule by Fiscal Year
- 5. Schedule Sales Grand Total by Quarter by Fiscal Year
- 6. Total for All Quarters by Contractor by Fiscal Year
- 7. Total by Quarter & SIN by Contract Number and Fiscal Year
- 8. Total for Each Quarter for a Specific SIN by Fiscal Year
- 9. Total by Quarter & Contract for a Specific Contractor and Fiscal Year
- 10. Total by Contractor for a Specific Schedule and Fiscal Year
- 11. All Sales by Fiscal Year for a Specific SIN Number

[View Example] [Generate Report]

https://ssq.gsa.gov
Teaming and Subcontracting
NEW FEATURES:
You may add up to 25 NAICS on the Post Enter or Edit Solicitation Screen.
Solicitation Report is now available for SUB-Net Admins.
CCR link has been replaced with SAM in SUB-Net home page.
SUB-Net Admins can now be able to update any solicitation in Admin Edit Solicitations screen.
View Archive Solicitations under Search is now available to display all the expired solicitations with Bid Closing Date as of Yesterday.

U.S. Small Business Administration Subcontracting Network

SUB-Net: A place where prime contractors post "solicitation" or "notice of sources sought" (NSS) for small business

The use of SUB-Net fulfills the function set forth in Federal Acquisition Regulation (FAR) 5.206 Notice of Subcontracting Opportunities, for contractors and subcontractors to post notices and thereby increase competition for subcontracts.

Also see SBA's Subcontracting Opportunities Directory.
DSBS-Dynamic Small Business Search Engine in SAM - System for Award Management

DISCLAIMER
Best Practices/Ideas
Capability Statement

What to Include

- Point of Contact: Include name, phone number and email address
- Company Credentials: Taxpayer ID, DUNS and CAGE Code
- Business Size: Include any small business classifications your company fits under
- NAICS: Include the NAICS that cover your company capabilities
- Contract Vehicles: Highlight what contracting vehicles your company has such as GSA Schedules 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
Collaborate + Cultivate + Maximize + Achieve
ForSuccess Knowledge Value Awareness

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www.leapfrogfederal.com | 703.273.7900

541618 Management Consulting Services
541611 Administrative and General Management
541612 Human Resources Consulting Services
541613 Marketing Consulting Services
541810 Advertising Agencies
541820 Public Relations Agencies
541830 Media Buying Agencies
541840 Media Representatives
541860 Direct Mail Advertising
541890 Other Services Related to Advertising
541430 Graphic Design—Web, Print, Video
541910 Marketing Research and Public Opinion Polling
541990 Other Professional, Scientific, Technical Services
561920 Convention and Trade Show Organizers

Make Your Mission Matter™
with Your Trusted Source in Federal Communications Management
➢ Why “low price?”
   • PM’s say “you did nothing to differentiate yourself so I had to go off price.”
   • Proposal neutrality: Offering to do the work required will not help you stand out.

➢ Evaluators are looking for strengths for each of the factors
   • Have a third party review your quote/proposal and give you feedback
   • Build a company strength library / playbook
   • Example: NASA looks for 2 significant strengths per factor and 8 other strengths

➢ Analyze your “no-wins”

➢ Understand the acquisition shop dynamics

➢ Look forward. Don’t just give history.