

GSA WITH GSA

Multiple Award Schedule Industry Partnership Briefing Understanding the Market & Supply Base!

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U.S. General Services Administration

Today's Agenda



GSA

- 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!



Steps to Developing Leads in the Federal Market

Which Federal agency's are purchasing my product or service? How much are they buying? Have they awarded any set-asides? Who are my competitors? Who holds the current contract? What contracts are set to expire that I can compete for in the future?

The Unknown can cause Frustration & Disappointment



Marketing Your GSA Contract

et the la ofine Your Overall St tegy!

- 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!



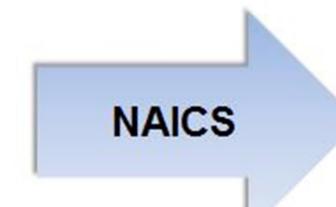
Federal Procurement Data System - Next Generation

PDS-NG Overview

- 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
- FPDS-NG Data dictonary: From <u>www.fpds.gov</u>, click on *Worksite* submenu, find the *Data Dictonary* from Left Navigation *V1.5 Specifications* section.
 - Report Manual of how to use Ad-hoc reports: From <u>www.fpds.gov</u>, click on *Training*, find the *Report Manual* from Right *Manuals* section.

For more details visit: <u>www.fpds.gov</u>

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



GSA

1. Industry Classification used to identify 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 is how you are doing it

PSC



Utilize these tools for your market research:



- Latest GSA contract award information
- Assess your competition

<u>Schedule Sales Query Plus</u>

 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

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

https://www.usaspending.gov/

https://www.gsaelibrary.gsa.gov

https://d2d.gsa.gov/report/fasschedule-sales-query-plus-ssq

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

GSA Forecast of Contracting Opportunities

| How to Ace | cess the Forecast Tool: | Background: | | | |
|---|--|--|--|--|--|
| | | Launched in March 2016 | | | |
| improve acquisition governme | EWAY of design and federal buyers to connect with resources, tools and each other to ent-wide. Bovernment Users o sign in for full access Non-Federal Government & Public Users Click here for public access | Focuses on acquisition planning and increases awareness of potential prime and subcontracting opportunities. | | | |
| Acquisition Gateway | Q Tools - Category Management - | • The goal is to help both GSA buyers and vendors easily communicate around potential contracting opportunities. | | | |
| FORECAST OF CONTRACTING OPPORTUNITIES Hide Disclaimer | Found 2044 re Image: CALC Tool Image: Document Library Image: Welcome t Image: Guar Sinder | The Tool includes information for GSA and the Department of Interior. | | | |
| Keyword Search Agency | The goal of the Project Center participation, e Solutions Finder by the Governn Tutor als forecasthelp@s | The goal is to have all federal agencies use the tool. | | | |
| | | | | | |

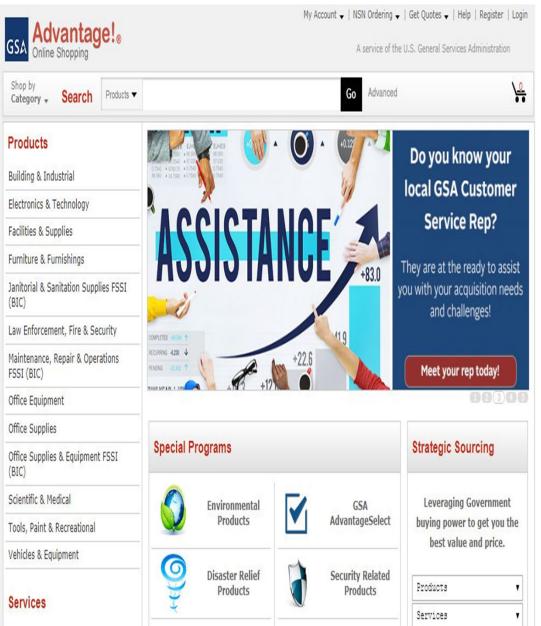
For more details visit: https://hallways.cap.gsa.gov





- 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 GSA.GOV/CSD to find your local CSD.





- 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)





| GSA (| eBuy | | RFQ Finder | Prepare a New RFQ | My RFQs | Messages | Welcome, |
|-----------------------|---|--|-------------------|----------------------------|--------------------------------|----------|----------|
| RFQ D Instructions | etails : Quotes may be reviewed prior to the closing date, but no award can be made until the RFQ close date has passed. F | Please evaluate and respond to each | h quote so that v | endors are notified of the | outcome. | | |
| | RFQ ID: RFQ1545574 Active | | Return to | My RFQs Forward C | ontinue preparing | Cancel A | Archive |
| | RFQ Title 811310MR Vendors Test for Training This RFQ is a: Seeking Sources Small Business set-aside | Reference # / uPIID RFQ Status DRAFT RFQ Issue Date not issued yet | | Selected Categories | & Vendors AS: 811310MR - 43 | Vendors | |

Vendor Notifications

REO ID: REO1545574 Click to view Description are selected for RFQ Category

MAS 811310MR

Machine and Equipment Maintenance Repair

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

| Vendor Name | Contract Number | Category | Vendor E-mail |
|------------------------------------|-----------------|---------------|--|
| KIPPER TOOL COMPANY | 47QSHA18D000N | MAS: 811310MR | beth.garrish@kippertool.com |
| SAW TRAX MFG INC. | 47QSHA18D002U | MAS: 811310MR | amanda.astemborski@sawtrax.com |
| AHB TOOLING & MACHINERY, INC. | 47QSHA19D000D | MAS: 811310MR | mike.gleason@ahbinc.com |
| INDUSTRIAL STRENGTH INDUSTRIES LLC | 47QSHA19D0053 | MAS: 811310MR | judy.b@industrialstrengthindustriesllc.com |
| CONTROL LASER CORPORATION | 47QSHA20D001P | MAS: 811310MR | fred.nielsen@controllaser.com |
| MORNING STAR INDUSTRIES, INC. | 47QSWA20D002D | MAS: 811310MR | steve@morningstarusa.com |
| TUCKAHOE TRADING INC | GS-03F-015CA | MAS: 811310MR | margie@tuckahoetrading.com |
| PHILLIPS CORPORATION | GS-03F-080CA | MAS: 811310MR | tmc@phillipscorp.com |
| EQUIPMENT RESOURCE CENTER INC. | GS-06F-0001N | MAS: 811310MR | tim@ercinfo.com |
| NEWTURN SOLUTIONS, INC. | GS-06F-0004R | MAS: 811310MR | patsy@newturnsolutions.com |
| PHI | GS-06F-0040P | MAS: 811310MR | yrakhlin@phi-tulip.com |
| PENN TOOL CO. | GS-06F-0042S | MAS: 811310MR | craig@penntoolco.com |
| LPKF LASER & ELECTRONICS | GS-06F-0054S | MAS: 811310MR | mcasebeer@lpkfusa.com |



QUESTIONS ?

Vendor Support <u>Vendor Support Center (gsa.gov)</u> Small Business Support Contacts <u>https://www.gsa.gov/about-us/contact-us/small-business-support</u> <u>www.gsa.gov/small-business</u>