



GSA



GSA

DOING BUSINESS
WITH GSA

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

Shaun Hartman – General Supplies and Services
Management and Program Analyst
Supply Chain and Acquisition Support Division



Today's Agenda



- 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!

Marketing Your GSA Contract

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

Let the Data Define Your Overall Strategy!

- Use 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!

FPDS-NG Overview



Federal Procurement Data System - Next Generation

- **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 dictionary:**
From www.fpds.gov, click on *Worksite* submenu, find the *Data Dictionary* from Left Navigation *V1.5 Specifications* section.
- **Report Manual of how to use Ad-hoc reports:**
From www.fpds.gov, click on *Training*, find the *Report Manual* from *Right Manuals* section.

For more details visit: www.fpds.gov

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



NAICS

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

Tools to Conduct Market Research

Utilize these tools for your market research:



- Latest GSA contract award information
- Assess your competition

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

Schedule Sales Query Plus

- 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

<https://d2d.gsa.gov/report/fas-schedule-sales-query-plus-ssq>



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

<https://www.usaspending.gov/>

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



Forecast of Contracting Opportunities

How to Access the Forecast Tool:



Background:

- Launched in March 2016
- Focuses on acquisition planning and increases awareness of potential prime and subcontracting opportunities.
- The goal is to help both GSA buyers and vendors easily communicate around potential contracting opportunities.
- The Tool includes information for GSA and the Department of Interior.
- The goal is to have all federal agencies use the tool.

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

Customer Service Directors (CSDs)



- 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](https://www.gsa.gov/CSD) to find your local CSD.

The screenshot shows the GSA Advantage! Online Shopping website. At the top, there is a navigation bar with links for 'My Account', 'NSN Ordering', 'Get Quotes', 'Help', 'Register', and 'Login'. The GSA Advantage! logo is on the left, and the text 'A service of the U.S. General Services Administration' is on the right. Below the navigation bar, there is a search bar with a 'Search' button and a 'Go' button. A shopping cart icon is visible on the right. The main content area features a large banner with the word 'ASSISTANCE' in large blue letters, a blue arrow pointing upwards, and the text 'Do you know your local GSA Customer Service Rep? They are at the ready to assist you with your acquisition needs and challenges! Meet your rep today!'. Below the banner, there are three columns of content: 'Special Programs' with icons for Environmental Products, Disaster Relief Products, and Security Related Products; 'Strategic Sourcing' with the text 'Leveraging Government buying power to get you the best value and price.'; and a dropdown menu for 'Products' and 'Services'.

- 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 \(gsa.gov\)](http://gsa.gov)



GSA eBuy Notifications



RFQ Details

Instructions: Quotes may be reviewed prior to the closing date, but no award can be made until the RFQ close date has passed. Please evaluate and respond to each quote so that vendors are notified of the outcome.

RFQ ID: RFQ1545574 ✔ Active

[Return to My RFQs](#) [Forward](#) [Continue preparing](#) [Cancel](#) [Archive](#)

RFQ Title
811310MR Vendors Test for Training

Reference # / uPIID

Selected Categories & Vendors

This RFQ is a:
[Seeking Sources](#) [Small Business set-aside](#)

RFQ Status
DRAFT

MAS: 811310MR - 43 Vendors

RFQ Issue Date
not issued yet



Vendor Notifications

RFQ ID: RFQ1545574
[Click to view Description](#) are selected for RFQ Category

MAS 811310MR

Machine and Equipment Maintenance Repair

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

Vendor Name	Contract Number	Category	Vendor E-mail
KIPPER TOOL COMPANY	47QSHA18D000N	MAS: 811310MR	beth.garrish@kipperool.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	yrahlin@phi-tulip.com
PENN TOOL CO.	GS-06F-0042S	MAS: 811310MR	craig@pennoolco.com
LPKF LASER & ELECTRONICS	GS-06F-0054S	MAS: 811310MR	mcasebeer@lpkfusa.com

QUESTIONS ?

Vendor Support

[Vendor Support Center \(gsa.gov\)](https://www.gsa.gov/vendor-support-center)

Small Business Support Contacts

<https://www.gsa.gov/about-us/contact-us/small-business-support>

www.gsa.gov/small-business