

# **How to Market to the Federal Government**

## GSA- Management Services Center (MSC)

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# The Myth

*“With a GSA Schedule, Federal Agencies will be knocking down my doors to obtain my products and services!”*

# Overview

- Our Role – Your Role
- Understanding Federal Contracting
- Finding the Government Customer
- Environmental Scanning
- E-Tools
- Small Business Opportunities
- Vendor Support Center
- Teaming / Sub-Contracting Opportunities
- Conferences/Events

# What We Do

- Conduct Market Research
- Advertise & Promote
  - Develop Marketing Material
  - Attend Events/Shows and conferences
- Train Agencies
- Visit Agencies
  - Contractor requested
  - CSD initiated
- Manage Web Page
- Manage 1-800#
  - 300 calls per month
- Assist Contractors with GSA Advantage
- Support Assisted Services
- Assist agencies with SOW reviews

# Understand Federal Contracting

## ➤ Sources of Information

- GSA Center for Acquisition Excellence  
(<http://cae.gsa.gov>)
- Federal Acquisition Institute ([www.fai.gov](http://www.fai.gov))
- Defense Acquisition University  
([www.dau.mil](http://www.dau.mil) – Continuous Learning Module)
- Defense Acquisition Regulations System (DARS)  
([www.acq.osd.mil/dpap/dars/index.htm](http://www.acq.osd.mil/dpap/dars/index.htm))
- Acquisition Center of Excellence for Services  
(<https://acc.dau.mil/ace>)
- [Interact.gsa.gov](http://Interact.gsa.gov) (Multiple Award Schedule links)

# Finding the Government Customer

- Federal Procurement Data System (FPDS)
  - [www.fpds.gov](http://www.fpds.gov) (Requires some training)
- FedBizOpps
  - [www.fedbizopps.gov](http://www.fedbizopps.gov)
- Federal Acquisition Jump Station
  - <http://nais.nasa.gov/fedproc/home.html>
- Search Gov.com
  - <http://www.searchgov.com/>
- LSU Libraires – Federal Government Agencies Directory
  - <http://www.lib.lsu.edu/gov/>
- **Carroll Publishing**
  - [www.carrollpublishing.com](http://www.carrollpublishing.com)
- **Federal Yellow Book Mailing List**
  - [www.leadershipdirectories.com](http://www.leadershipdirectories.com)
- **FFATA Information Center**
  - [www.ffata.org](http://www.ffata.org)

# Finding the Government Customer (Cont'd)

- Several private sector companies will analyze market data and/or provide forecasts for you.
- Some examples are\*:
  - Bloomberg Government, [www.bgov.com](http://www.bgov.com)
  - Federal Sources, Inc. (FSI), [www.fedsources.com](http://www.fedsources.com)
  - Tech America, [www.techamerica.org](http://www.techamerica.org)
  - Fedmarket, [www.fedmarket.com](http://www.fedmarket.com)

*\* Note: This list is not inclusive of all the resources that provide market data research nor is GSA endorsing any of the private sector resources listed.*

# Finding the Government Customer (Cont'd)

- MSC Reports of Business Development Data
- Highlights MAS users and Potential Users
  - Views by Agency, Bureau, Purchase Office, NAICs, PSC,
  - Views by State, City, Agency, Bureau, Purchase Office
- Contact: Andy Randles at [Andrew.Randles@gsa.gov](mailto:Andrew.Randles@gsa.gov) or 253-931-7465.



# Other Resources

- Customer Service Directors
  - [www.gsa.gov/csd](http://www.gsa.gov/csd)

# Environmental Scanning

- Periodicals
  - Government Executive
  - Federal Computer Week
  - Federal Times (Army, AF, etc.)
- FedBizOpps
- Federal Acquisition Jump Station
- Agency Web Sites
- WIFCON

# Environmental Scanning (government sites)

- Chief Acquisition Officers Council ([coac.gov](http://coac.gov))
- Chief Financial Officers Council ([cfoc.gov](http://cfoc.gov))
- Chief Information Officers Council ([cio.gov](http://cio.gov))
- Office of E-Government & IT  
([whitehouse.gov/omb/e-gov](http://whitehouse.gov/omb/e-gov))
- Acquisition Central ([acquisition.gov](http://acquisition.gov))
- Acquisition Community Connection  
(<https://acc.dau.mil/evm>)
- IGNet: Council of Inspectors General ([ignet.gov](http://ignet.gov))
- Office of Federal Procurement Policy  
([whitehouse.gov/procurement\\_default](http://whitehouse.gov/procurement_default))

# Environmental Scanning (Professional Org)

- Armed Forces Communications and Electronics Association ([afcea.org](http://afcea.org))
- National Association of State Procurement Officials ([naspo.org](http://naspo.org))
- National Institute of Government Purchasing ([nigp.org](http://nigp.org))
- National Property Management Association ([npma.org](http://npma.org))
- The International Society of Logistics ([sole.org](http://sole.org))
- The Veteran & Military Business Owners Association ([vamboa.org](http://vamboa.org))
- Association of Proposal Management Professionals ([apmp.org](http://apmp.org))
- Project Management Institute ([pmi.org](http://pmi.org))

# E-Tools

- Federal Business Opportunities (FedBizOpps)
  - [www.fbo.gov](http://www.fbo.gov)

# Small Business Outreach Sessions

- [www.dhs.gov/openforbusiness](http://www.dhs.gov/openforbusiness)
- [www.treas.gov/sba](http://www.treas.gov/sba)
- [www.usdoj.gov/jmd/osdbu/](http://www.usdoj.gov/jmd/osdbu/)
- [www.usda.gov/osdbu](http://www.usda.gov/osdbu)
- [www.hhs.gov/osdbu/](http://www.hhs.gov/osdbu/)
- [www.va.gov/osdbu/services/conferences.asp](http://www.va.gov/osdbu/services/conferences.asp)
- [www.hud.gov/offices/osdbu/index.cfm](http://www.hud.gov/offices/osdbu/index.cfm)

# Using Advantage for Market Research

Keywords: Water Damage Cleanup and Restoration; Mold Inspection Testing and Remediation; Emergency Response Plans and Recovery

- JBR Environmental Consultants, Inc.
  - GS-10F-0395M
  - <http://www.jbrenv.com>
- HECO Operations, Inc.
  - GS-10F-0287S
  - <http://www.servpro.com>
- FRS, Inc.
  - GS-10F-0345U
  - <http://www.firstrestoration.com>
- Soil and Environmental Testing Services
  - GS-10F-0110T
  - <http://www.setsinternational.com>
- Muners Corporation
  - GS-10F-0027U
  - <http://www.muners.com>
- Weston & Sampson Engineers, Inc.
  - GS-10F-0279T
  - <http://www.westonandsampson.com>
- Hygieneering, Inc.
  - GS-10F-0008W
  - <http://www.hygieneering.com>

# Green...Green...Green

- You need to stand ready to help agencies meet the requirement of Executive Order 13514
- [www.gsa.gov/gogreen](http://www.gsa.gov/gogreen)
  - Does your company have a recycling program?
  - Does your company have an energy-efficiency program?
  - Does your company have a water-conservation program?
  - Does your facility use environmentally friendly products?
  - Do you offer telework? Public Transportation Subsidy?



# Keep Your On-Line Contact Information Up To Date

- Where Agencies go to get primary information about GSA Products and Services
  - 75% Online Resources
  - 8% Contractors/Vendors
  - 7% [www.gsa.gov](http://www.gsa.gov) portal
  - 4% GSA Expo/Training Seminars
  - 2% GSA Representative
  - 2% E-mail Notifications
  - 1% Publications
  - 1% Other Sources

# Teaming and Subcontracting

## ➤ Pointers

- Give examples of what you accomplished, not what you did
- More than 2-3 “core” strengths are suspect
- Tell large business why they should hire you

## ➤ Pointers

- Financial Commitments – show that you will meet pricing requirements
- Key Personnel – identify who you will bring to the table
- Maximize evaluation factors (do your research)

# Contractor Teaming Arrangement and Blanket Purchase Agreements

- [www.gsa.gov/bpa](http://www.gsa.gov/bpa)
  - GSA Schedules
  - Contractor Team Arrangements
  - Cooperative Purchasing
  - Disaster Recovery Purchasing
  - Legal Corner

# Other Resources

- Small Business Administration's Sub-net
  - <http://web.sba.gov/subnet>
- Vendor Support Center
  - <https://vsc.gsa.gov>
  - Training Tab >  
Schedule Contractor Success – Marketing Matters

# GSA Mentor – Protégé Program

- Established in August 2009
- The program is intended to foster the establishment of long-term relationships between small businesses and GSA prime contractors and increase the overall number of small businesses that receive GSA prime contract and subcontract awards.
- There are currently 72 partnerships
- For more information: [www.gsa.gov/mentorprotege](http://www.gsa.gov/mentorprotege)

# GSA Conferences and Events

➤ [www.gsa.gov/events](http://www.gsa.gov/events)

- Some events are for those who are looking to get on GSA Schedules
- Others are tailored for those already holding a GSA Schedule Contract
- Be sure to read the event synopsis

# **Words of Wisdom**

**Focus on 3-4 agencies and allow 18 to  
24 months for relationship building**

# Advice from the Air Mobility Command Director of Small Business:

- First, contact the PTAC (Procurement Technical Assistance Center)
- Do your research on Fed Biz Ops.
  - See who is buying
  - Who is the correct POC
- Make sure technology is working for you
  - AMC uses websites to get information out
  - Conferences
  - Networking Opportunities
  - Matchmaking Sessions



# Thank you – Call or email your questions

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  - 253-931-7064
  
- Andrew Randles
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