



GSA Federal Supply Service

Your Guide For How To Market To The Federal Government

Sep 2005

HOW TO MARKET TO THE FEDERAL GOVERNMENT

The Federal Government is currently spending billions of dollars on Professional Services. No longer do they procure or perform these types of services “in house”. Now, they look outside for the answers ...often they look towards GSA’s Multiple Awards Schedule programs. Because you possess a GSA Contract number, you possess a definite advantage! Many government agencies will look to you for help with energy; environmental, logistics, consulting, or language services. How can you maximize your potential to obtain these Government customers? How can you become the company that lends its expertise towards their complex needs? This guide hopes to provide answers to these questions.

Sections that have this symbol (†) designate that there is specific information regarding your schedule contract. Please visit the supplements to view this specific information.

How can you market your business to the Federal Government? This guide hopes to answer this broad question by first answering the following, more detailed questions:

1. How do you find Government customers?
2. What is a successful marketing strategy?
3. How can you partner with GSA in order to be a better provider to your Federal customers?
4. Who are your customers?
5. What resources can you use to become a successful marketer?
6. How can GSA assist my company?

Once these six integral questions are answered, we believe that you will have a better understanding on how to market to the Federal government.

This guide will be a living document. Therefore, as we get new data or find new information, we will update this guide. Also, if there is any information you wish to add, please let us know. This is a cooperative effort and we are only as strong as the contractors on schedule. We hope you will find this document useful and look forward to the great success of the Professional Services schedules. Now, let’s start answering some questions, so that you can become a very successful contractor to the Federal Government...

How do you find Government customers?

By conducting market research, you can find out which Federal agencies are procuring what professional services. Gathering information about your federal target market should be your first step towards increasing federal sales. Below, we have listed five sources that provide important data about potential federal customers:

1. Federal Procurement Data Systems (FPDS) (†)

www.fpdc.gov

The Federal Procurement Data Center (FPDC), part of the U.S. General Services Administration, operates and maintains the Federal Procurement Data System (FPDS). The FPDS is the central repository of statistical information on Federal contracting. The system contains detailed information on contract actions over \$24,000 and summary data on procurements of less than \$25,000. Executive branch departments and agencies award over \$200 billion annually for goods and services. The system can identify who bought what, from whom, for how much, when and where. By researching this database, you can find potential customers. If you know that a particular agency contracted for a service that you can provide, contact them, and let them know how easy it would be to go with GSA schedules in the future. For more information on FPDS, go to www.fpdc.gov, and then click on "CD-ROM Products: Some basic reports are offered for free, but more customized reports will have an associated cost.

Several private sector companies and government agencies will analyze market data for you. Some examples are*:

1. Eagle Eye Publishers, www.eagleeyeinc.com
2. Federal Sources, Inc. (FSI), www.fedsources.com
3. GEIA, www.geia.org
4. Fedmarket, 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.*

2. FedBizOpps (FBO)

Governmentwide Point of Entry for Procurement Opportunities

www.fedbizopps.gov

FedBizOpps (Federal Business Opportunities), which is managed by the General Services Administration, has been designated as the single source for federal government procurement opportunities that exceed \$25,000. As of Sept 30, 2003, DoDBusOpps has been migrated to this system. Vendors do not need to register, nor do they require a username and password, to begin using FedBizOpps.

For vendors, the FedBizOpps system provides:

1. The ability to browse active procurement notices by Posted Date, Classification Code, Set-Aside Type, as well as awards, for a particular Agency/Office/Location.
2. The ability to search for procurement notices through the use of the FBO Synopsis/Award search page.

3. An Email Notification Service (Vendors Notification Service), which allows vendors to receive daily email notifications of procurement notices by Agency/Office/Location, Procurement Classification Code, Set-Aside Type, or Place of Performance Zip Code.
4. An Interested Vendors Module (Bidder's List) to promote teaming opportunities for vendors.
5. An FBO Data feed File, which provides daily posting data in html format. The Data feed file is available free-of-charge from the FBO ftp site at <http://fedbizopps.gov>. The file follows the naming convention FBOFeedyymmdd" and includes all eight types of synopses – presolicitation, modification to a previous notice, award, sources sought, foreign government standard, sale of surplus property, special notice and combined synopsis/solicitation. The file record formats comply with the seven template formats specified on the FBO website in the General Information-Interface Description. If you experience problems with downloading files, please contact the FedBizOpps support desk at fbo.support@gsa.gov or toll-free at 877-472-3779.

Please Note: Vendors should not use the "Buyers" button. The FedBizOpps Buyers button requires a username and password and is for contracting officers only. Vendors will not be able to use the Buyers module.

By signing up to automatically receive procurement information; by solicitation number, selected organizations, and product service classification, vendors can react more quickly to procurement opportunities because they are better informed. Vendors can also search procurements by solicitation number, date, procurement classification code, and agency for active or archived solicitations. Currently, FedBizOpps has 140,000 registered vendors who receive e-mail notifications about opportunities – roughly 50,000 e-mails are sent out daily. FedBizOpps has 51 agencies (17,400 contracting officers/specialists) posting to its website.

FedBizOpps allows you to be more proactive than FPDS. How? Because FBO lets you see a job before it has been awarded. If you know that an agency is posting a solicitation, you can let them know, before award, that you can provide that type of service. Once you arm this potential customer with information about the GSA Schedules program, perhaps they will choose to use your GSA schedule.

3. Commercial Business Daily (CBD)

cbdnet.access.gpo.gov

Although FedBizOpps has replaced the Commerce Business Daily (CBD) as the notification site for procurements over \$25,000, the CBD is still a valuable marketing resource. The CBD website contains historical information about Government agency purchases and you can find which potential customers have bought your services in the past and even get some idea when their existing contracts may expire. For more information, go to the CBD website.

4. Federal Acquisition Jump Station

<http://nais.nasa.gov/fedproc/home.html>

The Federal Acquisition Jump Station provides websites of federal procurement information broken down by agency. You will be able to obtain, among other things, announcements of upcoming and current acquisitions, solicitations as well as federal acquisition regulations.

5. LSU Libraries – Federal Government Agencies Directory

<http://www.lib.lsu.edu/gov/fedgov.html>

The LSU Libraries Federal Government Agencies Directory (a partnership between Louisiana State University and the Federal Depository Library Program) lists current Federal Government agencies as represented in the U.S. Government Manual.

6. Military Installations

www.armedforces.net

A huge opportunity for business exists on military installations. The trick is being able to locate the right Program Office. A good place to start is with Armed Force Network's list of military installations worldwide, and then narrow your search by region, state, and activity.

7. Subscription Services for Federal Data*:

The following are just some of the resources available at a fee from private sector companies. You can search by job titles, compile a good profile list of customers, and even find procurement information from these sources. However, you can do some digging on your own. Once you have compiled your list of potential customers, you can find more detailed information as most agencies post an annual forecast of opportunities on their own website. Check it out on your targeted agency's home page and figure out if you are able to offer a schedule solution. If so, go for it.

Federal Yellow Book Mailing List (www.leadershipdirectories.com)

The *Federal Yellow Book* is a directory of the executive branch of the federal government within and outside of the Washington, DC metropolitan area. Quarterly editions, available on CD-ROM, keep you current with personnel and organizational changes and provide you with contact information for more than 39,500 Federal officials. You can also obtain the same information in electronic form via the Leadership Library ® on the Internet, which is updated daily. All information in all listings in the *Federal Yellow Book* is verified directly with each organization listed, making it an accurate and reliable source of contact information for officials in federal departments and agencies.

Carroll Publishing (www.carrollpublishing.com)

Carroll Publishing has an extensive array of government contact/procurement information available on the web. Its web-based products offer immediate access to biographies of executive and key level members of government, federal and defense organizational charts, plum position postings and many additional consumer features. Carroll Publishing frequently updates its information on over 385,000 government decision-makers and key staff at the federal, state and local levels.

Note: This list is not inclusive of all the resources that provide federal directories nor is GSA endorsing any of the private sector resources listed.

What is a successful marketing strategy?

We want you to be successful, and we will assist you in every way legally possible. But, just as you market your commercial business, you must market your business to government customers. Establishing a marketing strategy at the outset will help you to reach your target audience. The following section will assist you in creating a successful marketing strategy.

Where to Start? First understand your company's value position, i.e. what you can do to help solve an agency's problem. Consider what value your product or service brings to the customer.

To get a better handle on your value position ask:

- What does your organization do?
- Who in the Government has a requirement for your product or service?
- How does your company help the government meet its goals and objectives?
- Provide examples of customers your organization has assisted in the past and the corresponding results.
- What appeal did your product or services have that caused customers to use you in the past?

After understanding your value position:

- Evaluate why the agency would buy your product or services.
- Get information on their budgets, and look at their mission and goals.
- It is also helpful to look at Government Accountability Office (GAO) Reports. To find copies of GAO Reports, go to:
<http://www.gpoaccess.gov/gaoreports/index.html>.
- Get the agency's organization chart and then develop a call plan.

Maximize your company's web presence. Make sure you provide the web address that sends the customer directly to your GSA contract information. Also, if you have a company website established, consider providing links through GSA *Advantage!*® directly to your home page. There are some restrictions, but this is an excellent way to avoid a duplication of efforts and "wow" your customers with all the services you have available. It's your contract. Make the most of it. Additionally, remember to load your company's information to GSA *Advantage!*®. *If your not on GSA Advantage!®, you're not going to be visible to the agencies.*

Next, make sure your company does the following:

- Target the size and scope of agency opportunities to be pursued within the next 12-18-24 months.
- Construct a database in which to track federal opportunities, including supplemental information (i.e., names, addresses, and phone numbers of agency contacts and procurement personnel).
- Prepare additional print and online materials marketing your company. Please us the GSA Starmark to promote your company's benefit of being on a GSA Schedule. Electronic downloads available at: <http://apps.fss.gsa.gov/partnership/logos.cfm>
- Obtain copies of expiring contracts, if possible.
- Contact procurement, technical and program manager personnel in order to build relationships.

- Attend workshops to further develop presentation skills, to better understand the federal purchasing processes and to improve your proposal preparation skills.
- Look for Inspector General Reports that identify problems your company can solve.
- Learn about the Agency's Budget and how much money they have going into various functional areas.

When an opportunity presents itself:

- Understand your organizations value relative to the opportunity i.e. can you do it yourself, or should you team? I.e. fill gaps with partners that would help you beat other team solutions?
- Does your team uniquely solve the Governments problem?
- Is it the right job for your company?
- Does your past performance give the customer confidence you can do the job?
- Understand what risks are involved and how would they would be mitigated?
- Develop a competitive matrix and rank yourself against others who are bidding.

Question your solution to ensure it is truly the best.

- **How can you partner with GSA in order to be a better provider to your Federal customers?**

GSA offers a great deal of assistance to its commercial partners. After all, our success is determined by your success. We both have a great interest in seeing the schedules successfully marketed to the Federal government:

The GSA Marketing Partnership
www.gsa.gov/marketingpartnership

The GSA Marketing Partnership is a free service offered by the Office of Marketing and Business Development, and will ensure the success of FSS Schedule contractors in building identification and increasing sales. At the website, you can learn about FSS program enhancements, shows, expos and various marketing opportunities. Participating in our shows will help you sell to the Government, increase your customer base, and penetrate overseas Federal and military markets. In addition, you can download the GSA Starmark logos, the GSA SmartPay® logos and the GSA *Advantage!*® logos at the partnership website. Utilizing these logos in your printed and online communications will promote your position of being a GSA Professional Services Schedule holder.

GSA Advantage!®
www.gsaAdvantage.gov

GSA *Advantage!*® is an online electronic shopping and ordering system. It provides online access to several thousand contractors and millions of products and services. It allows Federal agencies to search for products and services using key words, national stock numbers, contract numbers and vendor names; compare features, prices, and delivery options and place orders electronically. Products and services under contract must be on GSA *Advantage!*® -- every schedule contract holder is represented through either a product or service listing or through a text description of the company's offerings. When you submit your GSA *Advantage!*® information, make sure that your text contains those key words that your customers may be using to search the site.

Benefits for Vendors:

- Offers quick and easy identification of items.
- Increases potential for strong sales
- Provides instant visibility and ability to broadcast price changes easily.
- Provides a direct link to your company's website.
- Reduces catalog printing and mailing costs.

Note: Participation in GSA Advantage!® is mandatory. Look to Clause I-FSS-597 for more details.

GSA's e-Buy

www.ebuy.gsa.gov

E-Buy is an electronic Request for Quote (RFQ) solution designed to facilitate the submission of quotes for the full range of professional services. E-Buy is a powerful tool that can be used by any GSA Federal Supply Service Schedule contractor on *GSA Advantage!*®

Contractors can offer quotes and increase business volume for services provided under the schedule contract through this electronic medium. The Federal agencies (referred to as **buyers** for the rest of this section) can then use this information to request quotes and make best value purchasing decisions.

How Does e-Buy Work?

Using the e-Buy system, buyers may prepare and post an RFQ for specific services and products for a designated period of time. Once posted, *GSA Advantage!*® schedule contractors will receive an e-mail notice informing them that an RFQ has been posted and a quote is requested.

Each RFQ is assigned a category (i.e., financial and business solutions, marketing and media, or engineering) by the buyer. The category assignment determines which contractors will receive e-mail notice. *GSA Advantage!*® contractors must pre-select the categories they wish to receive RFQ notices for.

Contractors who wish to quote must do so at the e-Buy website. Only those contractors who are currently listed under the *GSA Advantage!*® online shopping system will have an opportunity to participate in e-Buy and receive requests for quote. Once the RFQ has closed, buyers may then accept the quotes(s) that represent the best value. Buyers may then issue an order to any contractor whose quote was accepted.

e-Buy Benefits:

- Only schedule contractors who have their catalog posted to *GSA Advantage!*® are eligible to submit quotes through e-Buy.
- E-Buy increases vendor sales potential as it increases awareness of new business opportunities.
- Contractors can view and submit proposals on RFQs for their awarded SINs that they were not invited to participate in by logging in at the Vendor Support Center (<http://vsc.gsa.gov>)
- Contractor's quotes are not visible to other bidders. Only the buyer can view contractor names and quotes.
- Contractors may include an attachment with their quote and may contact the buyer via e-mail if clarification is needed. Contractors may not include open market items in their quote.

GSA Office of Small Business Utilization

www.gsa.gov/sbu

Small Business Program Advocate

The Office of Small Business Utilization (SBU) is GSA's advocate for small, minority and women business owners. Its mission is to promote increased access to GSA's nationwide procurement opportunities.

SBU is responsible for the scope of small business programs mandated by law. Every Federal agency is required by the Small Business Act of 1953, as amended by public law 95-507, to establish an office that reports to and advises the head of the agency on the implementation functions and duties under this Act.

Small business activities are supported by program experts at GSA headquarters, through Small Business Centers in 11 regional offices and by the Small Business Technical Advisors in the GSA Federal Supply Service, GSA Federal Technology Service and GSA Public Building Service.

SBU monitors and implements small business policies and manages a range of programs required by law. GSA's small business programs nurture entrepreneurial opportunities, open doors to new business horizons and enhance technological capabilities.

In addition, SBU outreach activities make it possible for the small business community to meet key contracting experts and be counseled on the procurement process. This includes procurement networking sessions, marketing strategies and technique workshops, electronic commerce/electronic data interchange training sessions, interagency networking breakfasts, workshops for historically black colleges and universities, trade missions, roundtables and procurement conferences.

For further information about GSA's small business programs, contact SBU via e-mail at small.business@gsa.gov

Who are your customers?

There are three customers you should target with your marketing efforts:

1. **Procurers** (including contracting officers/specialists)
2. **Influencers** (including program managers/high-level decision makers)
3. **End Users***

These customers are direct recipients of your services and each customer, regardless of their specialty or area of interest, expects the same basic features and services when procuring services. We will briefly describe each customer and then focus on how you can reach this customer through your marketing efforts.

**End users can also be classified as an influencer, but their motives usually differ from a program manager. Although we touch upon some of the key elements and issues that affect both program managers and end users, a targeted message and profile of an end user was created as a separate audience.*

1. Procurers are identified as contracting officers, contracting specialists, acquisition/policy shop personnel or others who actually selected the procurement methods and conduct the procurement. The procurers have substantial authority to determine the procurement method, but they also must consider the needs of the influencers and organizational policies. However, they are also guided by self-interest to be seen as an in-disposable person (not position). While awareness is an issue among procurers, the primary impediment to successfully marketing to this group is their lack of knowledge about how and when to use the schedules process.

The main type of procurers: the contracting officer/specialists are the “gate-keepers” to the program managers and end users. The program managers know what they want but turn to their contracting specialist to get the materials/services they need and advice on the best way to procure those services. This makes the contracting officer/specialist a key customer because of their influence over the project manager/end user and their responsibility for selecting the contracting method.

There are several reasons a contracting officer/specialist may not use the GSA’s schedules as their preferred contracting method. The contracting specialist may fear losing his/her job due to a simplified acquisition process or perhaps he/she does not understand the full scope of professional services on schedule. Some contracting officers and specialist do not understand the capacity of the schedules. For example, some contracting officers and specialist believe that there is still a limit on the dollar amount you can procure through schedules. In addition to the contracting specialist that does not or will not use schedules, there are contracting staffs that use schedules, but improperly place orders through the schedule. This can include contracting specialist going outside of the scope of the contract or not conducting fair competition.

Analyzing the contracting position, GSA has crafted one overall message that we want to share with them and you should deliver this message as well. Hopefully, it will alleviate their fears and anxiety in using schedules; provide them the information they need to properly and efficiently use schedules; and increase their confidence that schedules are easy to use. To ensure the success of the schedules program, it is important to continually reinforce and communicate this message with the contracting officer/specialist:

“The contracting officer/specialist is a key part of the schedules process. He/she is needed to ensure proper implementation and formulation of the task order. Even though buying

services from a schedule is a very streamlined process, agencies still need qualified contracting personnel to draft the task order requests, establish blanket purchase agreements, evaluate contract proposals and make a best value decision. Schedules do not eliminate jobs; schedules are a tool to make the acquisition process easier and timelier.”

2. Influencers are identified as program managers and high-level decision-makers. Program managers and end-users are individuals who have generated the requirement or are responsible for facilitating its execution. These are individuals who may exercise influence over an individual procurement or organization-wide procurement policy, but do not actually conduct the procurement process itself.

Program managers and end-users have a stake in how the process is conducted. The method of procurement may impact the contractors who will be considered, the speed with which the procurement will be conducted, and the ease with which the contract itself will be administered. Although they may not be in a position to dictate the procurement vehicle to be used, they can likely have influence over the decision.

High-level decision makers within a Government organization view the procurement process from a broader standpoint. They may be concerned with manpower, allocation of resources and other big-picture issues. These decision-makers may set policies that guide how procurements will be handled. Both influencers and users look to these policies to help guide them in determining the appropriateness of various procurement methodologies.

This group does not need a great deal of detailed education on multiple award schedules, because they do not have to actually execute the procurement. However, you, as the contractor, need to improve awareness among the influencers about the existence of the professional services schedules you offer and the benefits of using them. Remember that the program manager is typically the visionary. They set the requirements for what they need to enhance their program and provide these requirements to the end user. Normally they have been given tight deadlines and these deadlines are then passed on to the end user. They are short staffed and need reliable, good contractors to supplement their staff. They are accustomed to working with quality contractors and selecting from a pool of resources. They still want a variety of quality resources available to select from regardless of which mechanism they use. They are unsure of the procurement process and turn to their contracting specialist for help. In many instances, program managers also rely on their contractors for procurement guidance and for advice on getting the services they need in the quickest fashion (e.g., contractors may be familiar with the NASA SEWP or other government-wide contracting vehicles). Therefore, contractors should not be discounted for their influence over program managers. The following key message should be emphasized when communicating with program managers.

“Government agencies are being required to do more work with less staff. With GSA’s schedules you can get the work done that is critical to your mission and focus on the core functions of your job. GSA’s schedules cut the red tape so you will spend more time on achieving your goals and less time on contract support and administration.”

3. The End User is very influential in getting the most qualified contractor (in his/her opinion) on schedule. He/she has been given tight deadlines and wants the quickest way to procure these services. Most end users are confused about the procurement process and turn to their contracting specialist for help. End users are savvy at their jobs and in their selection of contractors they want to assist them. They are accustomed to working with good companies

and want that same kind of service. They do not care how they get the contractor on board: they want the quickest mechanism to get the contractor. They still want to be in charge of the selection of the contractor and they want to remain the key contact in the working relationship with the contractor. It is important that they understand the variety of contractors on schedule – small, large, 8(a), etc.—to the variety of services each company offers. GSA must communicate that *we are here to work with the end user to provide them the best contractors. If there is not a contractor on schedule that fits the agencies needs, we will work with that agency to get the appropriate contractors on schedule. If you have contact with an end user that wants you on a particular schedule, please let us know as soon as possible.*

Whether you are talking to a contracting officer/specialist, a program manager or an end user, there are some messages that should be stressed to all of them. Make sure to convey the following benefits and advantages:

- Ordering
 - Ease of ordering
 - Federal Agencies can choose from a wide selection of contractors ranging from small to large, to 8(a) to woman-owned small.
 - According to the Johnson & Johnson Associates, Inc. study entitled “Impact of FAR 8.4 Comparative Analysis of Customer Elapsed-Time Savings,” ordering from schedules reduces procurement lead-time and administrative costs. Schedule orders average 15 days while an open-market procurement averages 268 days.
 - Meets all applicable regulations and competition requirements (including FAR & Competition In Contracting Act).
 - FedBizOpps (FBO) synopsis is not required.
 - Order limitations have been removed.
 - The government issue charge card, GSA SmartPay®, can be used to make purchases
- Pricing
 - Schedule pricing is guaranteed to be fair and reasonable.
 - Flexible pricing.
 - Discount volume pricing.
- Control of solutions
 - Access to industry leaders.
 - Contractor teaming arrangements allow agencies to customize solutions.
 - Ordering agency maintains a direct relationship with the contract service provider. FSS is not involved in the process except to initially establish the schedules contract.
 - Orders placed under the schedule program can count toward the Agencies’ socioeconomic goals and accomplishments.
 - Protests are less likely.
 - Communicate with GSA about which contractors you would like to see on schedule and we will reach out to those companies.

What resources can you use to become a successful marketer?

In this section, we hope to offer you some useful resources that will enable you to become the ultimate marketer. These resources include: SBA's Pro-Net, mailing lists, associations and forums, conferences, publications, success stories, websites and GSA provided resources.

1. Small Business Administration (SBA) Procurement Marketing and Access Network (Pro-Net)*

www.pro-net.sba.gov

Pro-Net is an electronic gateway of procurement information – for and about small businesses. It is a **search engine** for contracting officers; a **marketing tool** for small firms and it provides **links to procurement opportunities**.

A Search Engine

Pro-Net is an online database of more than 195,000 small, disadvantaged, 8(a) and women-owned businesses. It is available to Federal and state government agencies as well as prime and other contractors seeking small business contractors, subcontractors and/or partnership opportunities. Pro-Net is open to all small firms seeking Federal, state and private contracts. Businesses profiled on the Pro-Net system can be searched by: SIC or NAICS codes, ownership race and gender, key words, location, quality certifications, business type and EDI capability, as well as other search parameters.

A Marketing Tool

Business profiles in the Pro-Net system include data from SBA's files and other available databases, plus additional business and marketing information on individual firms. Businesses on the system are responsible for update their profiles and keeping information current. Profiles are structured like executive business summaries, with specific data search fields designed to meet the needs of contracting officers and other potential users. Profiles provide vendors an opportunity to put a controlled "marketing spin" on their businesses. Companies may link their web site's homepage to their Pro-Net profile, creating a powerful marketing tool.

A Link to Procurement Opportunities

As an electronic gateway, Pro-Net provides access and is linked to the FedBizOpps (FBO), agency home pages and other sources of procurement opportunities. The system is also linked to key sources of information, assistance and training.

**The Pro-Net project is a cooperative effort among SBA's office of Government Contracting, Minority Enterprise Development, Advocacy, Women's Business Ownership, Field Operations, Marketing and Customer Service, the Chief Information Officer and the National Women's Business Council.*

2. Mailing Lists:

There are several mailing lists available that will give you the names and titles of some of your targeted customers. The following is a list of just some of the sources you may want to contact for these lists.

Direct Mail Lists:

- a. Federal Yellow Book Leadership Directory: www.leadershipdirectories.com
- b. Dun & Bradstreet: www.dnb.com
- c. Amtower & Company: www.federaldirect.net/maillinglist.html
- d. Various readership lists: Many publications will provide you with the readership lists if you advertise in their publications.

3. Associations & Forums †

GSA actively participates in associations targeted at the Federal Government audience and you should join these groups as well. They will put you in contact with the people you want to talk to about your services. We have included all of the associations we belong to and have also included some associations that you might want to get additional information about. These associations include:

Federal Executive Boards (www.feb.gov)

The Federal Executive Boards (FEB) were established in 1961 by a Presidential Directive to improve coordination among Federal activities and programs outside Washington. The FEB's perform highly valuable functions. They provide: a forum for the exchange of information between Washington and the field about programs, management strategies, and administrative challenges; a point of coordination for the development and operation of Federal programs having common characteristics; a means of communication through which Washington can strengthen field understanding and support of management initiatives and concerns; and Federal representation and involvement within their communities.

Coalition for Government Procurement (www.coalgovpro.org)

The Coalition for Government Procurement is a non-profit association of Federal Supply Service (FSS) Schedule contractors. Founded in 1979, it is a multi-industry organization of companies providing a wide variety of commercial products and/or services to the Federal government. The Coalition's mission is to protect the interest of its members by providing needed information on issues affecting their Government market, and by constantly advocating common sense in Government procurement policy. Representing the interests of all Federal Supply Schedule contractors, both those who contracts administered by GSA, and those who contracts are administered by the Veterans Affairs, the Coalition helps to shape procurement policy. Its members now account for more than half of all commercial products and services sold to the Federal government each year.

4. Conferences

There are many conferences and meetings that target the Federal Government audience. If you attend or exhibit at these conferences; you will be sure to get the word out about your company's skills and association with GSA:

The Excellence in Government Conference (www.excelgov.com)

The Excellence in Government Conference has earned a reputation as the premier public management event. Its top-rank keynote speakers and carefully designed breakout sessions attract participants who want to learn about, discuss and improve emerging solutions to the most pressing problems facing the public sector. The event is a joint project of *Government Executive* magazine, the Council for Excellence in Government and 16 other "good-government" organizations.

Professional Services Expo – PSX (www.psx-expo.com)

Although the Postnewsweek group spearheads this show, GSA is a main sponsor along with other Federal agencies and private sector companies. GSA provides extensive training topics important to understanding and using the GSA Schedules program effectively when purchasing professional services. The exhibit hall allows both Non-schedule and Schedule contract holders to exhibit. This conference is typically held in October in Washington, DC.

GSA Expo (www.expo.gsa.gov)

GSA's Federal Supply Service sponsors an annual free-training seminar for GSA customers and potential customers. The Expo provides an opportunity for contractors to display their products and services that are available through GSA Schedules. The Expo also features over 100 hours of training on the latest updates in procurement regulations and on using Schedules. Booths are usually released in October. Contact your GSA Acquisition Center marketing representative for more information.

GSA Outreach Europe (www.gsa.gov), the select "About GSA – Events" from top bar)

GSA sponsors this biennial exposition designed specifically for GSA's Federal customers in Europe, Africa and the Middle East. Outreach Europe takes place every even numbered (i.e., - 2000, 2002, 2004, etc.) year in Heidelberg, Germany and showcases the new and innovative product and service solutions available through GSA. This combination of exposition and training draws a crowd from the Departments of Defense and State.

5. Publications

Depending on your marketing budget, there are various options you can take for advertising your company's capabilities to the Federal Government. These publications may also offer opportunities for you to find out more about who is doing what in the Federal Government. These publications include:

Government Executive (magazine, www.govexec.com/mediakit) and GovExec.com (an online service of Government Executive Magazine)

Federal Times (newsweekly, www.federaltimes.com)

Managed by the Army Times Publishing group. They are also responsible for other newsweeklies such as: *Army Times*, *Navy Times*, *Marine Times*, *Air Force Times* and *Defense News*.

GSA MarkeTips (magazine, www.gsa.gov, Select "About GSA-Reference" from top bar, then select "Procurement" from the left column, then click on *MarkeTips*)

GSA MarkeTips is a bimonthly magazine for GSA customers. Current distribution is approximately 90,000 subscribers. Advertisements are free for Schedule contract holders, **but subject to certain specifications and space availability**. Additionally, you must receive an invitation from your GSA representative to submit an advertisement.

Armed Forces Journal (magazine, www.ncmahq.org/pubs/cm/cm.html)

Contract Management, the official publication of the National Contract Management Association (NCMA), is a monthly magazine edited for industry and government contract managers, procurement professional, officers and administrators. It also addresses the concerns of program managers, industry executives and other secondary market professionals

6. Success Stories

You are on the front line working directly with agencies every day. We need you to share your stories with us. The more awareness generated about the schedules program means more awareness for your company. We want success stories about your company. How has the schedule process worked for you? Have you seen an increase in business? In addition to customers and how you (via the Schedule) have helped them. Success stores are posted on our website and included in our collateral material. To view the success stories and submit your own success stories, go to apps.fss.gsa.gov/services/success-stories.cfm.

Once posted to our website, these success stories act, not only as advertisements for GSA, but for your specific schedule and company as well.

7. Web Sites

Government-Related Web Site

FirstGov: www.firstgov.gov

FirstGov.gov, the official U.S. gateway to all government information, is the catalyst for a growing electronic government. You can search more than 186 million web pages from federal and state governments, the District of Columbia, and U.S. territories. Most of these pages are not available on commercial websites. FirstGov has the most comprehensive search of government anywhere on the Internet.

Federal Gateway: www.fedgate.org

Federal Gateway provides a one-stop resource for Government information. Federal Gateway site consolidates hundreds of individual Federal, State, and Local Government locations into one Internet site. This helps to simplify the task of acquiring United States Federal, State, and Local Government information free of charge.

FedWorld: www.fedworld.gov

FedWorld offers a comprehensive central access point for searching, locating, ordering and acquiring government and business information. In 1992, FedWorld was established by The

National Technical Information Services (NTIS), an agency of the U.S. Department of Commerce, to serve as the online locator service for a comprehensive inventory of information disseminated by the Federal Government. This service assists agencies and the public in electronically locating Federal Government Information housed both within the NTIS repository and outside of NTIS.

Federal Employment Statistics: www.opm.gov/feddata

The Office of Personnel Management serves as the authoritative source for statistical information on the size and composition of the Federal civilian workforce. OPM offers customers free electronic publications that contain hundreds of tables and charts; and specialized services (*fee may be required*) for customers who need additional data or statistics.

Federal Telephone Directories: www.pueblo.gsa.gov/call/phone.htm

This is a consolidated site that provides electronic access to telephone listings for various Federal entities.

U.S. Government Blue Pages: www.usbluepages.gov

U.S. Blue Pages help U.S. citizens connect to their Federal services and agencies by publishing listings in local telephone books nationwide and through the U.S. Blue Pages website.

Federal White Pages: www.directory.gov

A free service to find Federal employees by name, and find their telephone numbers and/or their e-mail addresses in 21 Departments & agencies.

The following links provides helpful background information on the structure and various offices of the three branches of the U.S. Federal Government.

- Cabinet Agencies: www.whitehouse.gov/government/cabinet.html
- Federal Agencies and Commissions:
www.whitehouse.gov/government/independent-agencies.html
This site is an alphabetical index with links to various Federal agencies and commissions.
- Judicial Branch Links: www.whitehouse.gov/government/judg.html
- US House of Representatives: www.house.gov
- US Senate: www.senate.gov
- White House Offices and Agencies: www.whitehouse.gov/governmetn/eop.html

Marketing-related Websites:

The following websites are places you can go to help improve your company's marketing campaigns. The websites provided are areas to find guidance:

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

Small Business Marketing Management Resources Center:

www.smallbusinessmarketingmanagement.com

This site provides helpful information to small business on how to improve their overall marketing efforts with minimal costs.

Advertising Age Industry Data: www.adage.com/datacenter.cms

Target Marketing: www.targetonline.com

The Direct Marketing Association: www.the-dma.org

Guerrilla Marketing: www.gmarketing.com

USPS Direct Mail Tips: www.uspsdirectmail.com

BPA Audits: www.bpai.com

BPA is an independent, not-for-profit, self-regulating organization. Audited data provided by BPA International includes circulation of print publications, website traffic, newspapers, trade shows, industry databases, wireless communication, and other advertising-supported information providers. The provided information can be key in making decisions as to which media would be the best to place advertisements.

How can GSA assist my company?

Although GSA cannot promote any individual company, we can promote the schedule program. The following are ways that GSA is willing to assist you in your marketing endeavors.

1. Business Managers

Your GSA Schedule Business Manager can be found by accessing GSA Schedules e-library at www.gsaelibrary.gsa.gov and then enter your schedule number in the search box. The information to contact the Business Manager will be listed on the upper left-hand corner of the schedule e-library page for each schedule.

2. Customer Visits

GSA can talk or visit with your customers or potential customers and explain the schedules process. We cannot sell the benefits of individual companies, but we can definitely explain how to properly use the schedule. Frequently, customer objections arise over the procurement process, not a particular company. Due to this objection, many customers feel more comfortable speaking with a GSA employee versus a private company. Many times the customer will feel more assured by speaking with a fellow Government employee about the various regulations/restrictions their organization may experience during the procurement process.

3. Brochures and Pamphlets

Your company may use the copy from the brochures and pamphlets that GSA has created to help you explain the schedules program to your customers or potential customers. Three documents you may want to investigate and utilize are:

- *Multiple Award Schedules Program Owner's Manual*
- The official GSA produced copy of the applicable schedule's "sales piece." The sales pieces were designed to be a quick glance at the offerings under the schedule, without going into detail about the schedules program. The five schedule titles handled by the Management Services Center are:
 - Energy Management Services
 - Environmental Services
 - Language Services
 - Logistics Worldwide (LOGWORLD)
 - Management, Organizational, and Business Improvement Services (MOBIS)

The official GSA produced promotional copy of the applicable schedule. This will detail the offerings of the particular schedule you have a contract under, and detail how to effectively use the MAS program.

4. Industry Government Council

GSA's Management Services Center and Services Acquisition Center have established an Industry Government Council (IGC). The mission of the Council is to stimulate, advise and make recommendations to improve the continuing evolution, development and implementation of each Center's Schedule programs and the GSA/Intergovernmental/industry partnership. The Council is comprised of a diverse group of members that represent various industries, Federal agencies and GSA offices, with over half of the 25-member Council selected from industry. In addition to

the 25 Council members, ad hoc committees will be established that will address issues that are pertinent to obtaining the goals of the Council. Committee member's need not be a member of the Council. The Council will be critical in fostering the relationship between all parties involved with GSA Schedules, from customers to contractors, and will further the success of the Schedules program. If you are interested in servicing on the Council or one of its committees, please submit an application at www.gsa.gov/servicesacquisition, and then click on "IGC"

The End...

In the end, there is no magic or secret to selling to the Federal Government. You still need to target agencies, sell the benefits of your company and establish/maintain relationships with your customers. Being on the GSA schedule gives you an added benefit that contractors not on schedule do not have, but it does not guarantee that you get the business. You still need to aggressively market your services to your target market(s). We hope this guide proves useful in your future marketing endeavors. In the Government world, as in the commercial world, you need to get out there and market your company in order to get Federal customers. If you follow the tips included in this guide, you are on the way to a successful relationship with the Federal Government.

** Note: GSA is providing this Guide as a resource to help contractors when marketing to the Federal Government. The information listed in this Guide may not be all-inclusive and will be updated periodically to include new resources. GSA is not endorsing any of the private sector resources listed in this Guide.*