



Drive GSA Sales - Disrupting the Pattern

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August 2015

Session Worksheet

Winning with GSA eBuy



Agenda

Sponsor recognition
 The numbers that matter most
 Why are you here?
 Disrupting the Pattern Review
 SBA Pattern

Current Buying Pattern
 Topic: Winning GSA eBuy Contracts
 Q & A
 Showing off isiFederal
 Market Essentials & Other Services

Recap:

Winnable Opportunity Matrix:



Winnable Opportunity Matrix											
Days Known Before Release	Incumbent	Contract Size	Budget	Funding	Sample SOW Match	Number of Competitors	Turn Around	CO	PM	TR	AD
60+	You	In Sweet Spot	You Set Budget	Funded	100%	Justified Sole Source	1	5	5	5	5
45	None	20% of Sweet Spot	Budget Known	Not Funded	95%	Leaning Sole Source	2	4	4	4	4
30	Primary Competitor	50% of Sweet Spot	Budget Set		90%	2	3	3	3	3	3
15	Unknown	50%+ of Sweet Spot	Not Budgeted		80%	3	4	2	2	2	2
10					70%	4	5	1	1	1	1
5					60%	5	6	-1	-1	-1	-1
0					50%	6+	7	-2	-2	-2	-2
					10-50%		10	-3	-3	-3	-3
					None		14	-4	-4	-4	-4
							21	-5	-5	-5	-5
							30	Unknown	Unknown	Unknown	Unknown
							45				

First: Adjust your mindset...

_____ vs. _____

Opportunities come from _____.

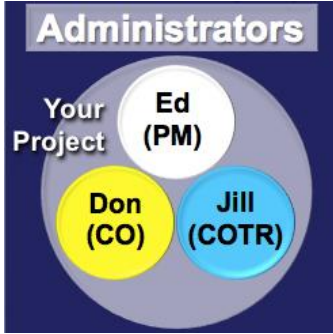
People:

- 1) _____
- 2) _____
- 3) _____

Winnable Opportunities Come From: _____



3 Primary Decision Makers



Different...

What is GSA eBuy?

- 1) Online Request for Quotation (RFQ) tool
- 2) www.ebuy.gsa.gov
- 3) _____ to GSA Schedule Holders.
- 4) _____ to your GSA contract.
- 5) Restricted to your Contract _____
- 6) Operates 24/7
- 7) Email notifications 4 times a day

How Does eBuy Work?

- 1) Requirement submitted to _____
- 2) _____ decides to use eBuy
 - a. Will it be _____?
 - b. Sets _____
 - c. How Many _____?
 - d. Price Only, LPTA or _____?
 - e. _____ or _____?

Important & Useful

- 1) CO can use eBuy for _____
- 2) Can _____ RFQ at any time
- 3) Volume depends on contract _____

4) Turn around times _____ in September

Winning with GSA eBuy

- 1) Check Often
- 2) Get Organized
- 3) Collect all _____ & _____ information
- 4) _____ Quotes!
- 5) Track _____ & _____

Power Moves

- 1) _____
- 2) Watch for _____ (Limited Source Justification & Approval)
 - If no J&A Equivalent is _____
 - If not from Brand, how about _____?
- 3) Be Proactive - Get To The _____
 - Get them to LIKE YOU!
 - Will that same quote be coming again?
 - What else is on their plate?
 - Need a Sample SOW?
 - How about a BPA?

Thanks for Joining Us!

Do this right and you WILL...

- 1) Find opportunities that NEVER hit FBO
- 2) Get ahead of the RFP/RFQ
- 3) Find limited competition opportunities
- 4) Build relationships with decision makers
- 5) **CRUSH YOUR GSA SALES!!!**



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Notes & Comments
