Identifying Potential Government Customers

Gathering information to identify potential federal government customers is an important step towards increasing sales in the government marketplace. Often, companies take the approach of casting a wide net to see what they can catch instead of conducting market research and targeting the appropriate agencies. Narrowing your marketing efforts to agencies that have a history of procuring your products and/or services or are forecasting that they will be procuring them will provide the best possible return on your marketing efforts. Below, we have listed a number of sources that provide data about potential federal customers. If you have questions regarding any of these sources, contact your GACO/GCAC office for assistance.

Small Business Professionals

Small Business Professionals exist within the Army, Navy, Air Force and other Defense Agencies and act as advocates for small businesses. They are able to advise small businesses on procurement opportunities and doing business with the government. You may access http://www.acq.osd.mil/osbp/sb/sbs.shtml for a list of Small Business Professionals.

FedBizOpps (FBO)

FBO is an on-line system where government agencies post notifications of solicitations and awards over $25,000. By performing a search you can find current bidding opportunities and information on agencies that have awarded contracts for what you sell. If you sign on as a registered user you may also view the interested parties list for current solicitations which may provide subcontracting and/or teaming contacts. Log on at http://www.fbo.gov.

Proxity-EC Research Database

Proxity–EC is a powerful research database available to GACO/GCAC clients. From this database we can provide procurement histories on national stock numbers and part numbers that show what agency purchased an item, from whom, and at what quantity and price. We can also run other award histories on keywords, contract numbers, North American Industry Classification Systems (NAICS) codes or company names. Once we determine who is purchasing your products or services, we can provide contact information for contracting officers or Defense Logistics Agency (DLA) prime contractors. The system gives us access to procurement forecasts and expiring contract dates and much more information that can help you become proactive in your efforts to sell to the government.
Procurement Forecasts

United States Code Title 15, Section 637(A)(12)(C) states "Each executive agency reporting to the Federal Procurement Data System contract actions with an aggregate value in excess of $50,000,000 in fiscal year 1988, or in any succeeding fiscal year, shall prepare a forecast of expected contract opportunities or classes of contract opportunities for the next and succeeding fiscal years that small business concerns, including those owned and controlled by socially and economically disadvantaged individuals, are capable of performing. Such forecast shall be periodically revised during such year". These forecasts provide an understanding of agencies requirements and aid in advanced acquisition planning and therefore are a great tool that can help small businesses market their goods and services to the appropriate agency. Procurement forecasts are generally found on an agencies website. The acquisition.gov website also provides links to many recurring procurement forecasts at https://www.acquisition.gov/comp/procurement_forecasts/index.html.

GACO/GCAC's Bid Match Service

GACO/GCAC's Bid Match Service searches FedBizOpps, DLA's Internet Bid Board System (DIBBS) and other federal databases. This search is based on a profile of what the government buys using FSC's, PSC's and keywords of what you sell. Once the data is input into our system you will receive bid and award notifications tailored to your company's capabilities. This information can help you narrow the potential agencies to target.

Award Posting Websites

A great place to research the competition, buying agencies and potential teaming partners are award posting websites. Several websites to access include: USASPENDING.GOV and Federal Procurement Data System (FPDS). Below is additional information about each of these sites.

USA SPENDING.GOV

Information found on USASPENDING.GOV includes all award information reported by federal agencies making contract, grants, loan and other financial assistance awards. What data is found on this site? All prime recipient contract transactions more than $3,000, all grant, loan, and other financial assistance transactions of more than $25,000, first-tier sub-recipient contract, grant, and loan transactions of more than $25,000, and micro-purchases of less than $3,000 made with a federal credit card. Access http://www.usaspending.gov.

Federal Procurement Data System (FPDS)

FPDS is the central repository of statistical information on federal contracting. This system contains information on contract actions of more than 60 federal departments. It will tell you who bought what, from whom, for how much, when and where. You can review a number of government created reports and create customized searches. Access https://wwwfpds.gov.

Upcoming GACO/GCAC Sponsored Events

05/20/16 – Are You Ready? Understanding U.S. Army Corps of Engineers Contracting Procedures, Regional Learning Alliance, Cranberry Township, PA

10/26/16 – GACO/GCAC's 29th Annual Procurement Opportunities Fair, DoubleTree by Hilton Meadowlands, Washington, PA