

The GSA logo consists of the letters "GSA" in white, bold, sans-serif font, centered within a solid blue square.A decorative banner at the top of the slide features a red, white, and blue color scheme with a stylized American flag motif, including white stars on a blue background and a red and white striped area. The text "U.S. General Services Administration" and "Federal Acquisition Service" is positioned on the right side of the banner.

U.S. General Services Administration
Federal Acquisition Service

Stephen Baughn
Deputy Director
Region 4 FAS, CaSE

<https://www.facebook.com/GSASESB/>
https://twitter.com/US_GSAR4



U.S. General Services Administration
Federal Acquisition Service

1. What are you buying right now? - GSA doesn't typically directly do a lot of purchasing. However, what are some great things we are working on? New contract vehicles to make acquisition Faster for our customers. BMO (Facilities Management), Alliant 2 (IT), Oasis (Professional Services & Engineering)
2. What is the most effective way to get introduced to your buyers/decision makers? Develop a relationship with your Customer Service Director (Google GSA Customer Service Directors). Signup for the Acquisition Gateway (<https://hallways.cap.gsa.gov/login-information>). If you are registered in eBuy makesure you're your information is up to date. Utilize GovWin, FBO, etc.
3. Pre-Marketing: Don't make it all about you. Contracting Specialists, Officers, etc get calls all day every day from everybody trying to sell them something. Come prepared with your Why. Not your why because you want to sell, but what is your why for existing.