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MONTHLY MARKETING TIPS



This Months Contractor Tips! October 2012

Tip #1 – Give your GSA a Facelift for 2013

One of the most common mistakes we see in marketing a GSA contract is that over time the contract is not properly maintained. You must routinely review your products and services listed on GSA! Seeing how you stack up with your competition regularly is extremely important! You must always present your company in the most positive light possible, you want to make sure buyers find you and chose you! The key areas to pay attention to...

- When was the last time you looked at price modifications?
- Do you regularly review your competitors pricing and offerings?
- Do you qualify for additional SIN numbers or even another Schedule?
- Are your products and services current? Have you added or deleted any?
- Are your product Images current, are they clear, are they in the right format to view?
- Are your product descriptions current, are they optimized for key word search?
- Are those descriptions written so that a buyer clearly understands your offerings?
- Do your images show the product in the best way possible?
- Are your Terms & Conditions easy to understand, do they properly describe your services?
- Is your company contact information up to date? Including Socio-economic status?

Pay attention to these key areas! It will set you apart from your competition! Show the buyers that you are a serious contender for their business!


Tip #2 - Effective "eBuy" RFQ responses

"eBuy" is just one of the benefits of being on GSA! Systematically reviewing the posted RFQ's for opportunities to respond to is an obvious "must do" for any GSA contract Holder! When you do find an RFQ to respond make sure you submit your best response effort! Here are some tips for "eBuy" RFQ response...

- Read all the buyer attachments thoroughly! Address every item clearly and directly in your response!
- If you're not clear on a buyer requirement e-mail them and ask for clarity, it's OK!
- Utilize the Vendor Comment area to make key points about your offer!
- Attach documents to your response that verify that your service and/or products will meet or exceed the needs of the buyer within the scope of the RFQ!
- If you have a past performance example that is compelling include that information along with any references that apply to that past job!
- When providing a product quote on an "equivalent" be sure to make your case clearly! The buyer needs to know that on price, function and "end user" acceptance your product is the right choice!
- If you see a large order or if you see the buyer as a strategic contact that you want to forge a relationship with for long term sales consider "Spot Discounting"! This will not effect your GSA pricing!

Tip #3 – Running Product Sales on GSA

An effective way to draw attention to your products is running a Sale. Chose an item to promote, a new item, or a popular product, or one that is part of your strategic long term sales plan.

 Have you ever seen this logo on gsaadvantage.gov? It signifies to the buyers that this company has set a sale price for a this item for a specific time frame. Once that sale ends the item will automatically go back to the standard GSA price. It's a perfect opportunity to send email blasts out to your strategic buyer list, promoting not only this item but also your company. All marketing efforts should be focused on promoting your company in a way that the buyer will think of you first when they need your products and/or services!