

# GSA Fact Sheet #4: Who You Need To Know

## The Players A Quick Guide to General Services Administration Contracts

Compliments of GMBeckert : GSA Contract Specialists

Whether it's GSA or traditional government contracting, most organizations (government agencies or prime contractors) have employees with defined roles. To save time and marketing expenses, you need to understand who these people are, and how they relate to your business goals. Let's look at a typical organization and meet the players.

### Small Business Office

#### SBLO

Hi, I am the Small Business Liaison Officer (SBLO). Talk to me first. I can let you know if my organization buys what you sell. If we buy your stuff, then I can get you registered and tell you who the buyers are. Look for me at trade shows and other events. Every military base, government agency, and prime contractor has a Small Business Office.

To find the SBLOs for prime contractors:

1. Go to:

[http://www.sba.gov/aboutsba/sbaprograms/gc/contacts/gc\\_subcontracts\\_opportunities.html](http://www.sba.gov/aboutsba/sbaprograms/gc/contacts/gc_subcontracts_opportunities.html)

2. Click on a state to see the list
3. To find SBLOs for government agencies and military bases, call the main number for the agency or base and ask for the Small Business Office.

### Purchasing

#### BUYER

Greetings, have we met? I help the Manager find qualified suppliers. I also try to help the SBLO meet subcontracting goals. I am very busy, so please make an appointment when you want to meet me. Getting my name is not easy, so work with the SBLO. Sometimes I recommend suppliers to the Manager, so make sure I have your latest marketing information, and definitely stay in touch.

### Management

#### MANAGER

Hello there! I approve purchases. I work with the Buyer to select suppliers. Sometimes I tell the Buyer who to buy from, so I am a good person to know.

The SBLO lets me know about subcontracting goals, and I work hard with the Buyer to find qualified suppliers. I need suppliers that I can rely upon, so your reputation means a great deal to me.

### Production

#### USER

I build widgets, write computer code, or provide services. I see the need for purchases but don't have any budget authority. So I contact the Manager with a list of what I need. It's good to know me, because I can influence the buying decision.

### Accounts Payable

#### Contract Specialist

Howdy! I'll be happy to pay you, as long as I know when and where to send payments. To make sure you get paid on time, learn how our system works and follow our rules. Your check is in the mail!

These people have a relationship with subcontracting goals, which are established by the federal government. All government agencies and most prime contractors set aggressive goals to hire a certain percentage of small businesses. This includes business located in certain areas (HUB Zones) as well as disadvantaged, woman, and veteran-owned businesses. Good luck!



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