



U.S. General Services
Administration



Marketing and Success Strategies

for the Polaris GWAC




POLARIS™

Marketing & Strategies

1 Essential Resources and Customer Guidance

To effectively market and utilize the Polaris GWAC, familiarize yourself with these resources and be prepared to guide customers to them:

- **Polaris Website:** Direct customers to gsa.gov/polaris to learn more about this GWAC.
- **Your Contract:** Understand the content of your contract to discuss it knowledgeably with customers.
- **Master Contracts:** Refer customers to the Polaris Website for the most current version of the master contract, as this document is updated periodically.
- **GWAC Ordering Guide:** Familiarize yourself with the GWAC Ordering Guide, direct customers to the Polaris website to ensure they access the latest version of the Ordering Guide.

2 GSA Services Available to Customers

Be aware of and highlight the support services GSA offers to your customers:

- **Market Research As a Service (MRAS):** Assistance with market research.
- **Advance Scope Reviews:** Help to confirm a requirement falls within the contract's scope.
- **Program Management Team (GSA) Assistance:** Support for questions and guidance on using the Polaris GWAC.

3 Customer Acquisition Strategy

Employ the following strategies to bring customers to the Polaris GWAC:

- **Focus on Emerging Technology:** Position Polaris as a modern solution, capable of handling emerging technology requirements like AI, robotic process automation, and natural language generation.

- **Target Agencies:** Concentrate efforts on previous/current GSA GWAC customers. Utilize the GSA GWAC Dashboard for market intelligence.
- **Highlight GWAC Advantages:** Emphasize the flexibility for Contracting Officers to utilize multiple contract types, incorporate ancillary support/products when integral and necessary, leverage worldwide geographic coverage and have limited protestability protections from well vetted industry partners.
- **Utilize existing contacts:** Reach out to agencies you have established relationships with and make them aware of your Polaris GWAC.

4 Customer Outreach

Utilize GSA support for customer outreach:

- **Initial Customer Introduction:** If a customer is new to Polaris, initiate a soft introduction via email. Include the contact information for your Polaris Program Manager. **Most importantly, copy the Polaris Program Manager** on the email so they can follow up, answer questions, and offer training as needed.

Small Business Events: Keep small business events and outreach opportunities on your radar, as the government continues to increase its participation in conferences. Attend events whenever possible. You can find a link to the Federal OSDBU Directors Interagency Council Small Businesses Events at https://acquisitiongateway.gov/additional-resources/resources/4174?_a%5Eg_nid=491.

from high-performing GWAC industry partners

Strategic Marketing & Customer Engagement

Inform Current Customers: Proactively educate existing agency contacts about the Polaris GWAC, highlighting its features as an easy and flexible contract vehicle.

Develop a Marketing Plan: Create a strategic marketing plan to guide your efforts, ensure follow-through, and allow for necessary adjustments based on experience and market feedback.

Create a Comprehensive Marketing Brochure:

Design a brochure specifically for your Polaris Contract. Include key capabilities, contract benefits, instructions for customers on obtaining their Delegation of Procurement Authority (DPA), and links to essential documents like the ordering guide and master contract. This provides customers with a single source of information about your company and the contract.

Focused Effort and Prioritization

Prioritize Agencies: Avoid spreading resources too thin. Select a manageable number of agencies to focus on, prioritizing based on existing relationships and alignment with agency forecasts. While you shouldn't ignore opportunities from other agencies, concentrate on building strong relationships with this core group.

Be Intentional: Acknowledge your company's capacity (bandwidth) and capabilities. Focus your efforts deliberately on the opportunities and activities you are realistically able to pursue.

Targeted Outreach and Opportunity Identification

Engage Small Business Offices with a Specific Ask:

When contacting an agency's Office of Small Business, go beyond simply sharing your company's information. Present an intentional request, such as information about a forecasted opportunity or guidance on reaching relevant acquisition personnel. This targeted approach is more likely to initiate interaction than a general information share.

Conduct Thorough Opportunity Research:

Utilize resources like SAM and agency forecasting resources to identify opportunities that match your company's capabilities. Once identified, reach out to the contacts associated with those opportunities.

Maintain Visibility: Attend agency events open to industry partners whenever possible, and diligently follow up on any connections made during these events.

Continuous Improvement

Seek Debriefings: Always request debriefings for opportunities you don't win. This vital feedback allows you to understand areas needing improvement and refine future proposals.



Things to keep in mind

Engagement and Responsiveness:

- Be highly responsive to all inquiries and requests from GSA and contracting officers.
- Avoid overcommitting your company's resources or capabilities.

Patience and Persistence:

- Understand that receiving your first award may require patience and persistence. Stay focused and do not be discouraged.
- Maintain persistence, continuing to be responsive and engaged.
- Always request debriefings for unsuccessful bids to identify areas for improvement.

Building Trust and Expertise:

- Serve as a "trusted advisor" to contracting officers.
- Ensure you have a deep understanding of the Polaris GWAC terms and its value proposition.

Collaboration and Opportunity Generation:

- Proactively build relationships with potential customers and other industry partners.
- Work collaboratively with other industry partners to jointly bring opportunities to the contract.
- Leverage relationships to secure new opportunities.