



# Who's Buying What You Sell?

Finding your target audience is like baking a cake...it takes several ingredients combined to make a delicious finished product...or in this case, tell you who's buying what you sell.

## Step 1: Identify Your Commodity Codes

Commodity Codes tell eVA Buyers what you sell. So, your first step is to identify the Commodity Codes that describe your products/services. (If you'd like to learn more about Commodity Codes & how they're classified, please reference *Understanding Commodity Codes* located in the eVA website *Vendor Resource Center*.)

### Use NIGP Code Look-up Tool to Quickly Find the Right Codes

Found on the bottom of the eVA website homepage (www.eva.virginia.gov) under *Resources*, use the *NIGP Code Look Up* tool to assist you with finding commodity codes that describe the goods and/or services you sell. Start by entering a keyword or words in the Search Description field.

This is a simple keyword search, which means your search will return commodity codes with your keyword or words in the description and only in the order the words were typed.

**NIGP Codes**

NIGP Code Starting With:  Please enter a NIGP Code or leave blank!

Search Description:  [Search](#) [View All](#)

[Can't find your Code? Click here to use our Advanced Search tool](#)

[Download NIGP Code Book in Adobe .pdf format](#)

[Need more help?](#) [Video Lesson](#) [The Basics](#)

Watch a short video on using this tool!

| Class                 | Description  |
|-----------------------|--|
| <a href="#">00500</a> | ABRASIVES  |
| <a href="#">01000</a> | ACOUSTICAL TILE, INSULATING MATERIALS, AND SUPPLIES  |
| <a href="#">01500</a> | ADDRESSING, COPYING, MIMEOGRAPH, AND SPIRIT DUPLICATING MACHINE SUPPLIES: CHEMICALS, INKS, PAPER, ETC. |
| <a href="#">01900</a> | AGRICULTURAL CROPS AND GRAINS INCLUDING FRUITS, MELONS, NUTS, AND VEGETABLES                           |
| <a href="#">02000</a> | AGRICULTURAL EQUIPMENT, IMPLEMENTS, AND ACCESSORIES (SEE CLASS 022 FOR PARTS)                          |
| <a href="#">02200</a> | AGRICULTURAL EQUIPMENT AND IMPLEMENT PARTS   |
| <a href="#">02500</a> | AIR COMPRESSORS AND ACCESSORIES  |
| <a href="#">03100</a> | AIR CONDITIONING, HEATING, AND VENTILATING EQUIPMENT, PARTS AND ACCESSORIES (SEE CLASS 740 ALSO)       |
| <a href="#">03500</a> | AIRCRAFT AND AIRPORT EQUIPMENT, PARTS, AND SUPPLIES  |
| <a href="#">03700</a> | AMUSEMENT, DECORATIONS, ENTERTAINMENT, GIFTS, TOYS, ETC.   |

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For additional information, contact [evacustomer@dgsvirginia.gov](mailto:evacustomer@dgsvirginia.gov) or 1-866-289-7367.

Look for the main “parent” commodity code class that best describes what you sell...and you’ll see a list of commodity codes under that main “parent” class that has your keyword in the description.

| 28500 ELECTRICAL EQUIPMENT AND SUPPLIES (EXCEPT CABLE AND WIRE) |   |
|---|---|
| NIGP Code   | Description   |
| 28503   | Arresters, <b>Lightning</b>   |
| 28505   | Beacon <b>Light</b> Systems Complete For Buildings, Roadside, etc. (See Class 120 for Marine Beacons)       |
| 28527   | Control Devices, <b>Lighting</b> (Including Photocells, Multiple Relays, Lighting Contactors)               |
| 28529   | Dimmers, <b>Light</b> (See Class 855 for Theatre Dimmers)   |
| 28533   | Fog <b>Light</b> Systems (Not Automotive)   |
| 28554   | <b>Lighting</b> Fixtures, Indoor: All Kinds and Parts (Including Lampholders and Recycled Types)            |
| 28555   | Lighting, Area, Pole or Standard Mounted (Parking Lots, etc.)   |
| 28556   | Lighting Fixtures, Outdoor: Floodlights, Spotlights, Yard Lights, and all other Weatherproof Fixtures (Excl |
| 28557   | Lighting, Solar Powered   |
| 28558   | Lighting Units, Emergency, Battery Operated; and Batteries  |
| 28559   | Light Meters and Reflectometers (For Office Illumination Measurement, Reflectivity, etc. (Not Photograph    |
| 28576   | Street and Highway Lighting Luminaires, Accessories and Parts   |
| 28580   | Street Light Poles and Standards  |
| 28581   | Street Light Poles and Standards  |

If you don't see your codes, try using the *Advanced Search* feature! Learn more about using this tool...

**Check out the *Video Lesson* located at the top right of the *NIGP Code Look Up* tool landing page!**

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## Step 2: Use Free Public Reports To Identify Your Target Audience

Once you've identified your codes, next use eVA's free public reports to tell you who's buying those products/services, the prices they are paying, specific order details and more!.

Access eVA's free public reports from the eVA website homepage by clicking on the *Procurement Transparency Public Reports* link under *Popular Features*. Then select the report titled *Commodity Summary Spent at a Glance*.

**703 - Commodity Summary Spend at a Glance**

Suggestions/Comments?

Select your search preference:

- Specific Vendor
- Specific NIGP Codes, Contract #s or Key Words
- Specific Entity

Select Date Choice: Last Month From: 09/01/14  
To: 09/30/14

Enter at least one field:

Line Item Description:   
Example: server

NIGP Commodity Class:   
Example: 350, 600

NIGP Commodity Code(s):  [NIGP Code Lookup](#)  
Example: 62001, 62023

Contract #:

### Search by Commodity Code to find

- Total amount being spent by commodity code (NIGP)

This report was run at 10/02/2014 10:32:37

User Selected/Entered Choices:

|                         |            |
|-------------------------|------------|
| NIGP Commodity Code(s): | 28554      |
| Start Date:             | 09/01/2014 |
| End Date:               | 09/30/2014 |

| NIGP code | NIGP Description  | Order Count | Total NIGP Spend |
|-----------|---|-------------|------------------|
| 28554     | Lighting Fixtures, Indoor: All Kinds and Parts (Including Lampholders and Recycled Types) | 22          | \$94,292.53      |

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## Drill down and find...

- Selling Vendor
- Buyer name & contact information

| Order #    | Order Date | Vendor Name (as shown on order)        | SWAM | Purchasing Entity | Preparer                | Requester eMail/Phone  |
|------------|------------|--|------|-------------------|-------------------------|--|
| EP2084519  | 7/7/2014   | VB ENERGY DESIGN LLC                   |      | A194DGS           | Renick, Deane           | deane.renick@dgs.virginia.gov/804-328-3205                   |
| EP2111872  | 9/3/2014   | C N ROBINSON LIGHTING                  | S    | A247GMU           | Foster, Kelly           | houksaka@gmu.edu/703-993-4047                                |
| PCO1568821 | 9/3/2014   | VB ENERGY DESIGN LLC                   | S    | A194DGS           | Renick, Deane           | deane.renick@dgs.virginia.gov/804-328-3205                   |
| PCO1570478 | 9/5/2014   | FARMVILLE WHOLESALE ELECTRIC SUPPLY CO | S    | A735WRCC          | Whitt, Kim              | Kimberly.Stansberry@vadic.virginia.gov/276-523-3310 ext 2047 |
| PCO1571065 | 9/8/2014   | COMPLETE FACILITIES SUPPLY INC         | S    | A280NVCC          | Turnbul-Jones, Calandra | smkaimel@nvcc.edu/703-323-3135                               |

## Click on the PO Number to see

- Actual items bought
- Quantity
- Price paid

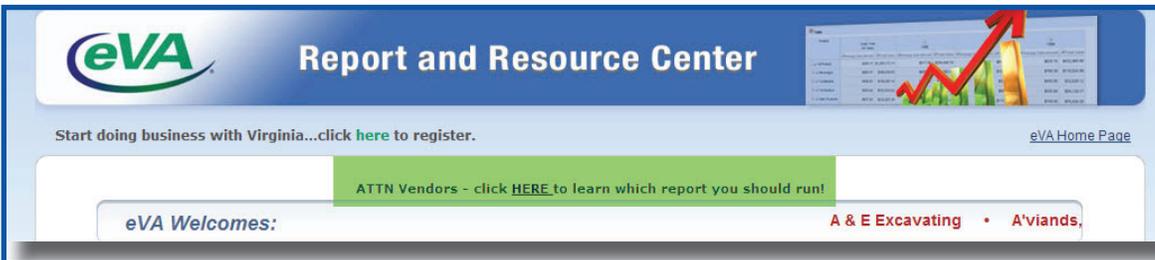
| Line Item # | Line Item Description   | Quantity | UOM | Unit Price | Previous Line Total | Line Amount Difference | Line Total for Selected Time Period |
|-------------|---|----------|-----|------------|---------------------|------------------------|-------------------------------------|
| 1           | (6)Digital Lumens 12,000 lumen DLE Family Intelligent Lighting Fixture - Standard Voltage (100-277 VAC) - Standard Optic with 360 Degree Sensor - 70 CRI min, 5000K CCT | 6        | EA  | \$576.87   | \$0.00              | \$3,461.22             | \$3,461.22                          |
| 3           | (6)Digital Lumens DWUL1 DLE Wago connector, UL, 300V rated cable, 10' whip  | 6        | EA  | \$18.85    | \$0.00              | \$113.10               | \$113.10                            |
| 4           | (2)Digital Lumens DHAS Standard Hanging Hardware - for 5 fixtures, DLE fixtures only  | 2        | EA  | \$69.12    | \$0.00              | \$138.24               | \$138.24                            |

This isn't the only report that can help you find your target audience. You can also use the report titled *Who's Buying What I Sell*, which will get you right to the details on what buyers are purchasing!

Need more help? Watch the training videos available on how to use the *Report and Resource Center* and its reports located on the *I Sell to Virginia* page of the website under *Tools, eVA Vendor Training*.

## Which Reports to Use When

Click on the link at the top of the *Report and Resource Center* page for a guide on using this and other reports!



**eVA Report and Resource Center**

Start doing business with Virginia...click [here](#) to register. [eVA Home Page](#)

ATTN Vendors - click [HERE](#) to learn which report you should run!

eVA Welcomes: **A & E Excavating • A'viands,**

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