



GSA



GSA

DOING BUSINESS WITH GSA



The GSA Schedules Program: What You Need to Know!



U.S. General Services Administration

Today's Agenda



- Overview of GSA's Office of Small Business Utilization
- Importance of Market Research Prior to becoming a Schedule Supplier Contract Holder
- Prerequisites for Becoming a GSA Schedules Supplier Contractor
- Outline the process to get awarded a Schedule Contract



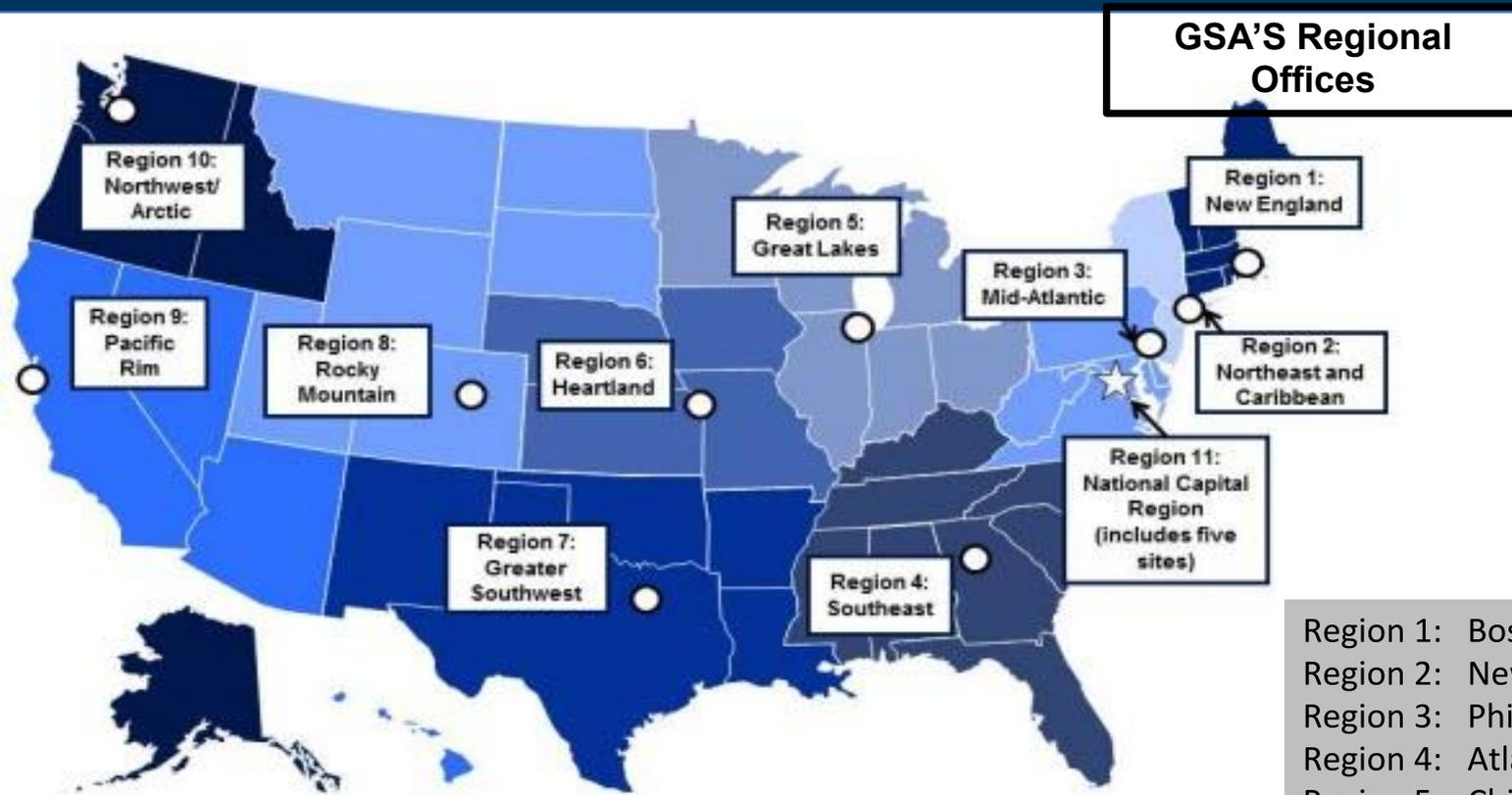
GSA OSBU Overview

According to the Small Business Act as amended by Public Law 95-507, the Office of Small & Disadvantaged Business was established to:

- Advocate, within each Federal Executive Agency, for the **maximum practicable** use of all designated small business categories within the Federal Acquisition process.
- Ensure inclusion of small businesses as sources for goods and services in federal acquisitions as prime contractors and subcontractors.
- Manage the small business utilization programs for each respective organization.



GSA OSBU OVERVIEW



- Region 1: Boston, MA
- Region 2: New York, NY
- Region 3: Philadelphia, PA
- Region 4: Atlanta, GA
- Region 5: Chicago, IL
- Region 6: Kansas City, MO
- Region 7: Fort. Worth, TX
- Region 8: Denver, CO
- Region 9: San Francisco, CA
- Region 10: Auburn, WA
- Region 11: Washington, DC

What is a GSA Schedule?

- GSA Schedule Contracts, also known as GSA Schedules or Federal Supply Schedules, are indefinite delivery, indefinite quantity (IDIQ), long-term contracts under the General Services Administration's Multiple Award Schedules (MAS) Program.
- GSA establishes long-term government-wide contracts with commercial companies, to provide access for government agencies to millions of commercial products and services at volume discount pricing.
- GSA Schedules provide fast, flexible, cost-effective procurement solutions, that allow customer agencies to meet acquisition challenges while achieving their missions. The MAS Value Proposition highlights the benefits customers experience when using GSA Schedules:
 - ✓ Realize cost savings;
 - ✓ Experience flexibility and choice;
 - ✓ Save time;
 - ✓ Achieve transparency; and
 - ✓ Control the procurement

Things to Consider:

Minimum Qualifying Sales:

- You must generate at least \$25,000 in sales within the first 2 years of your GSA Schedule contract and at least \$25,000 each year thereafter.
- The average time it takes to secure a contract is between 18-24 months (according to the SBA).
- The government may cancel your schedule contract in accordance with clause 552.238-73, for failure to meet minimum sales criteria, specified above.

Market Research & Marketing

- Market research and marketing your GSA Schedule contract is critical to your success!

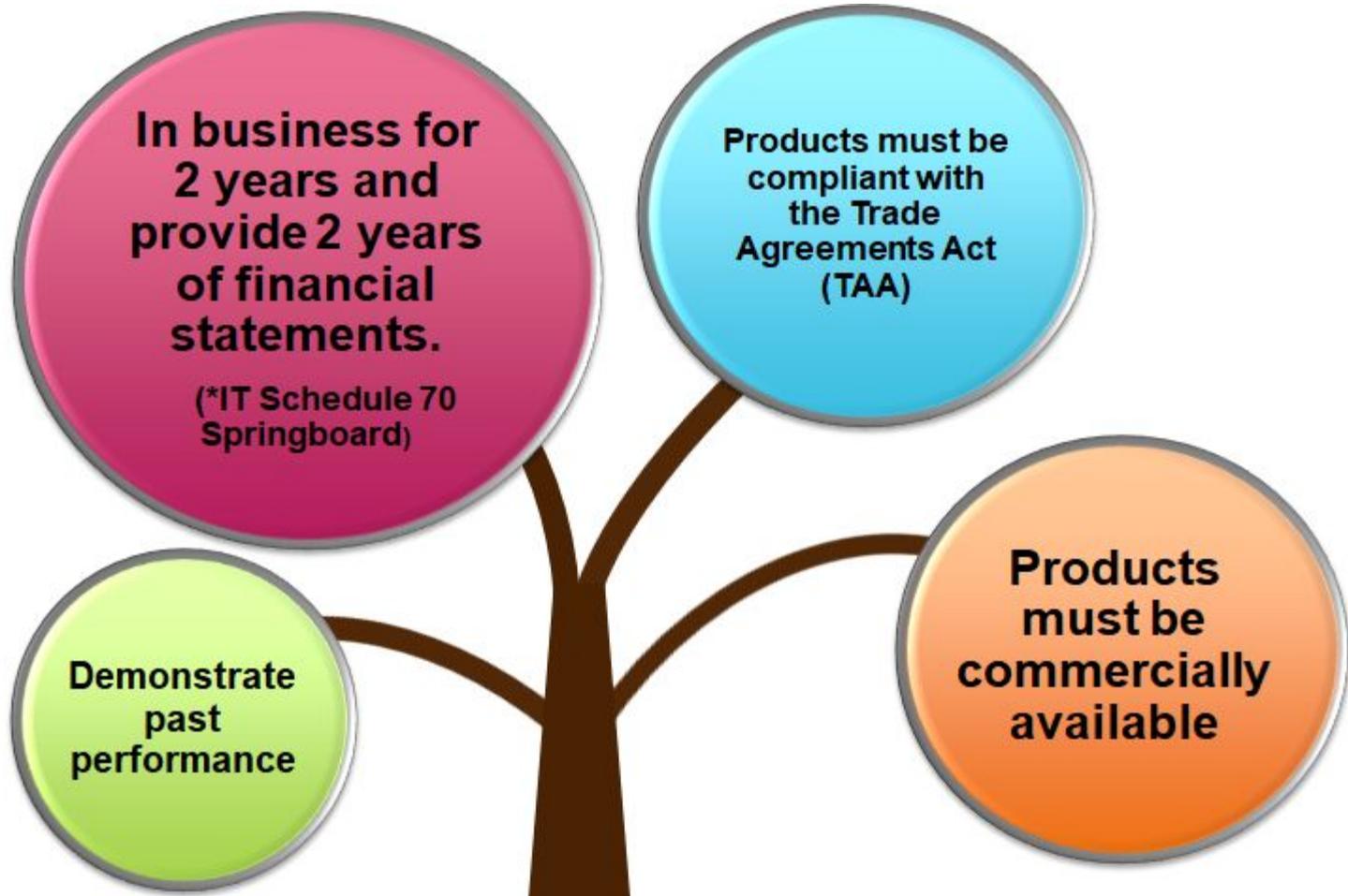




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August 1, 2019 @1:00 PM
August 13, 2019 @ 2:00 PM
August 27, 2019 @1:00 PM
September 12, 2019 @ 1:00 PM
September 24, 2019 @1:00 PM

Upcoming Webinars Dates for Marketing Your GSA Contract

Prerequisites



IT Schedule 70 Startup Springboard:

The Springboard focuses on companies with fewer than 2 years of experience. In lieu of the 2-year corporate experience requirement, you can now:

1. Use professional experience of executives and key personnel as a substitute
2. Use project experience of key personnel, and
3. Provide financial documentation that demonstrates the company's financial responsibility in lieu of submitting 2 years of financial statements.

For more information visit: www.gsa.gov/springboard



Identify the Appropriate Schedule and SIN



GSA Federal Acquisition Service

Home

eBuy - quotes

GSA Advantage - online shopping

Help



Welcome! GSA eLibrary is your one source for the latest GSA contract award information. GSA offers unparalleled acquisition solutions to meet today's acquisition challenges. GSA's key goal is to deliver excellent acquisition services that provide best value, in terms of cost, quality and service, for federal agencies and taxpayers.

GSA offers a wide range of acquisition services and solutions utilizing a variety of tools, contract vehicles, and services to meet the customer's specific needs including Multiple Award Schedules, Governmentwide Acquisition Contracts, Technology Contracts, and Assisted Acquisition Services. For more information on what GSA has to offer, visit GSA.gov.



Search

in all the words

Search

enter keywords, Contract Number, Contractor/Mfr Name, Schedule/SIN/GWAC Number, NAICS

▶ Contractor Directory (a-z)

▶ Cross-Schedule Search

Category Guide

▶ Hurricane Response Supplies & Services

- ▶ Disaster Relief
- ▶ Hospitality, Cleaning, & Chemicals
- ▶ Laboratory, Scientific, & Medical
- ▶ Office
- ▶ Security
- ▶ Tools
- ▶ Vehicle

- ▶ Building & Industrial
- ▶ Furniture & Furnishings
- ▶ IT Solutions & Electronics
- ▶ Law Enforcement, Fire, & Security
- ▶ Recreation & Apparel
- ▶ Services
- ▶ Travel & Transportation Solutions
- ▶ Wildland Fire & Equipment

If you know the Schedule you want to apply to, you can select it from the quick search box

You can use the search box by submitting terms that relate to your product or service

Quick Search

Go to

Select a Contract Vehicle

Schedule Contracts

GSA schedule contracts offer direct delivery of millions of state-of-the-art, high-quality commercial supplies and services at volume discount pricing!

- ▶ View schedule contracts
- ▶ GSA schedules info
- ▶ VA schedules info
- ▶ NAICS schedule/SIN crosswalk
- ▶ PSC schedule/SIN crosswalk

Technology Contracts

A technology contracts cover the whole spectrum of IT solutions, from network services and information assurance to telecommunications and purchase of hardware and software.

- ▶ View technology contracts
- ▶ GSA technology contracts info

State and Local Governments

Cooperative Purchasing

Purchase IT products, services, and support equipment from Federal Supply Schedules.

- ▶ View participating vendors
- ▶ Cooperative Purchase FAQ

Get Quotes

GSA eBuy is easy to use electronic Request for Quotation

Additional Information

Customers Contractors

Visit: <https://www.gsaelibrary.gsa.gov>



Registrations & Certifications

Data Universal Numbering System D-U-N-S Number

- The DUNS number is like a social security number—it allows us to go into SAM to make sure you are a viable company that has not been suspended or debarred.
- Is a unique 9 digit code to identify your business
- Please visit Dun & Bradstreet
- You should receive your DUNS within 1 business day. Save your number for future use

dun & bradstreet

<http://fedgov.dnb.com/webform>

System for Awards Management (SAM)

- You must have an active SAM registration within **1 year** of your GSA Schedule application
- You need to use your D-U-N-S Number to register in SAM
- SAM confirms your company meets eligibility requirements to do business with the government
- eOffer will automatically pull your SAM registration information
- Questions? Visit the Federal Service Desk at fsd.gov

<http://sam.gov>



Registrations & Certifications

Digital Certificate

- This verifies your identity and enables you to electronically sign documents.
- This is necessary because the entire application is digital and all documents must be submitted through eOffer.
- Visit either IdenTrust or Operational Research Consultant to obtain your digital certificate.
- Save your digital certificate. You must upload it to eOffer.
- Cost: \$119 and takes 7-14 days to receive your digital certificate.

Open Ratings Past Performance Report

- This report evaluates your past performance.
- It is a compilation of your customer surveys. Requires a minimum of 6, maximum of 25 customers to rate your business on:
Reliability, Cost, Order Accuracy, Delivery/Timeliness, Quality, Business Relations, Personnel's Professionalism, Customer Support, and Responsiveness.
- You are required to obtain a score of 80% or higher.
- Once you receive the report, save and upload it to eOffer.
- The Open Ratings Past Performance Evaluation Report is valid for 1 year from the date of issuance.
- Cost: \$190 and takes 35-45 days to receive your past performance report

Visit: WWW.GSA.GOV/MASROADMAP for more details

Required Training

Pathways to Success

- Guidance on GSA's Multiple Award Schedule contracts.
- Guidance on how to be a successful **contractor**, process requirements, and guidance on the offer process.
- **Completed within 1 year of application**
- Visit the Vendor Education Center to take the course at: vec.gsa.gov

Readiness Assessment

- Mandatory process that walks you through questions that help you determine if pursuing a GSA Schedule is the right business decision for your company.
- **Completed within 1 year of application**
- Visit the Vendor Education Center to take the course at: vec.gsa.gov



Required Documents

Document Name	Definition
Agent Authorization Letter	<ul style="list-style-type: none">• If applicable. Must be signed by a company official.
Readiness Assessment	<ul style="list-style-type: none">• Completed and Signed by Officer of the Company (Offeror). Not accepted from Consultants or Agents. Must be completed/dated within 1 year from date of offer.
Pathways to Success	<ul style="list-style-type: none">• A copy of the Training Certificate should be uploaded.
Open Ratings Report	<ul style="list-style-type: none">• (Past Performance and Evaluation Report) Must be current within 1 year from date of offer. Recommended Score of 80% or more.
Subcontracting Plan	<ul style="list-style-type: none">• Must be submitted by “Other than small” concerns, if the contract value is expected to be \$700,000 or more, and has a possibility of subcontracting opportunities.

Ensure the offer is within scope for the SINs Applied



Required Documents

Document Name	Definition
Commercial Sales Practice Format (CSP-1)	<ul style="list-style-type: none">• Template provided to outline commercial sales only. Sales should be provided for each SIN you are applying to. Will ask about any written discount policies and if these discounts are better than or equal to the pricing offered to the government.
Financial Statements (2 Years)	<ul style="list-style-type: none">• From date of offer (Balance Sheet, Income Statement, Net Income/Loss). Provide an explanation for any negative financial information disclosed, including negative equity or income.
Price Proposal Template	<ul style="list-style-type: none">• Outlines prices you will offer to the government. This document should not be modified in any way. Do not leave any sections blank to avoid a possible rejection of your offer.
Pricing Support (Invoices/SOW)	<ul style="list-style-type: none">• Should be the same percentage discounts being offered in the CSP-1. Should show the same prices in the Price Proposal Template (invoices/SOW dated in current year).
Commercial Price List or Market Rate Sheet	<ul style="list-style-type: none">• (Whichever applies) List of current Commercial Prices dated between 1 to 3 years of offer.
Professional Compensation Plan	<ul style="list-style-type: none">• Submission of the general compensation practices printed in the offeror's employee handbook is often sufficient. State uncompensated overtime.



Required Documents

Document Name	Definition
Technical Proposal	<ul style="list-style-type: none">• A Technical Proposal is a description of the items being offered in sufficient detail, and is similar to how businesses would respond to RFPs and RFQs.• It should confirm all the information that you have submitted.• Each schedule has its own technical proposal.
Letter of Supply	<ul style="list-style-type: none">• This is a form letter that binds the supplier or manufacturer to the GSA Schedule contract holder, to ensure products will be provided for the duration of the contract.
Previous FSS Rejections	<ul style="list-style-type: none">• If your company has received any previous Schedule contract offer rejections, you should include copies of any rejection or cancellation letters received within the last 2 years of your offer.• Be sure to include the name and phone number of the assigned GSA contract specialist or CO, and include the contract number and price list for that previously cancelled Schedule contract.
Previous Cancellations	<ul style="list-style-type: none">• Include a copy of the cancellation letter or notification• Current Federal sales in excess of \$25,000, as evidenced by copies of contractual documents that identify the Federal entity and the date and value of the product or services provided, Demonstration that there is a reasonable expectation that any future award will comply with clause I-FSS-639 Contract Sales Criteria.• A marketing plan detailing the steps you plan to take to generate sales through a new GSA Schedule contract.



Required Documents



TRAVEL

REAL ESTATE

ACQUISITION

TECHNOLOGY

POLICY & REGULATIONS

ABOUT US



Home > Acquisition > Purchasing Programs > GSA Schedules > Industry Partners > Guide To Preparing A MAS Offer >

INDUSTRY PARTNERS

Overview

> Guide to Preparing a MAS Offer

1: Get Ready

2: Assemble Your Offer

3: Finalize Your Offer

Responding to a Solicitation

Managing a Schedules Contract

Resources, Training, and Tools

GSA Schedule Solicitations

Now You Have Your Schedule

Guide to Preparing a MAS Offer

This guide helps new offerors understand how to submit an offer to sell commercial products and services under the Multiple Award Schedules (MAS), also known as the Federal Supply Schedules, or GSA Schedules Program.

In order to be considered for a MAS contract, you will need to provide accurate and complete information that describes your company, your experience, and your commercial products and services. The following information outlines the process:

- Offers are completed and submitted through the [eOffer/eMod](#) system and received by a GSA contracting representative who will review and evaluate your offer.
- GSA strives to award offers efficiently and effectively. Comprehensive review, potential negotiations, and award may take up to 12 months.
- Complete, well documented offers with competitive pricing are easier and faster to review.
- Receipt of a contract does not guarantee your company will receive orders. You still need to market your business -- the "Sell" section of this guide provides more information.

The following pages provide a RoadMap through the offer process. These are the steps you'll take to create and submit an offer under MAS. Please utilize the links below for more information during your offer submission process.

Get Ready

Train
Register
Read the Solicitation

Assemble Your Offer

Complete These Forms
Compile This Information

Finalize Your Offer

Submit Your Offer
Review and Negotiate
Sell

CONTACTS

National Customer Service Center (NCSC)
NCSCcustomer.service@gsa.gov
1-855-472-7088

- [View Contact Details](#)

For more details visit: www.gsa.gov/masroadmap



Subcontracting Opportunities

GSA's Subcontracting Directory:

The screenshot shows the GSA website's navigation bar with categories: TRAVEL, REAL ESTATE, ACQUISITION, TECHNOLOGY, POLICY & REGULATIONS, and ABOUT US. Below the navigation bar is a breadcrumb trail: Home > Acquisition > Assistance For Small Businesses > Find And Pursue Government Contracts > Seek Opportunities > Subcontracting Directory >. The main content area is titled "Subcontracting Directory for Small Businesses" and includes a "SEEK OPPORTUNITIES" sidebar with links for Overview, Mentor-Protégé Program, Set-Asides & Special Interest Groups, and Subcontracting Directory. The main text explains the directory's purpose and lists criteria for inclusion, such as large prime contractors with federal contracts over \$700,000 or \$1.5 million for construction. A disclaimer notes that GSA obtains names and addresses from the Federal Procurement Data System (FPDS) and that GSA does not have the authority to require a prime contractor to use a particular small business. A "View All Contractors" button is located at the bottom of the page.

Subcontracting Criteria:

- Subcontracting provides additional opportunities to obtain experience if you are not yet a Federal contractor.
- Other-than-small businesses are required to submit a subcontracting plan for approval when:
 - ❖ The total value of the award is expected to exceed \$700,000 (or \$1.5 million for construction) and
 - ❖ Subcontracting opportunities exist.
 - ❖ Plans must demonstrate “Maximum Practicable Opportunities” for small business concerns to participate

For more details visit: <https://www.gsa.gov/subcontracting>



Still Have Questions?

Assistance for Small Business

The Office of Small Business Utilization connects small businesses with people and resources to help them grow. We are your advocates and believe in "Small Business First." [Get to know us.](#)

Is GSA Right for You?

Before you begin the journey to become a GSA or federal vendor, make sure it's right for your small business.

Go to gsa.gov/osbu, then select "Get to Know Us."

Choose How to Sell to GSA

Decide what procurement programs best fit your company.

Office of Small Business Utilization (OSBU)

Mission: The GSA OSBU has nationwide responsibility for GSA's small business programs, and is the chief advocate for small and disadvantaged businesses. We promote increased access to GSA's nationwide procurement opportunities, and engage in activities that make it possible for the small business community to meet key contracting experts and to receive counseling on the federal procurement process.

GSA's Goal is to be a model for outstanding customer service in government and to fulfill technology.

Select Regional Small Business Support Contacts

Central Office:
1800 F Street NW
7th Floor, 3rd Wing (7300)
Washington, DC 20405
[Click below to filter and search for your local POC, or](#)
• Submit Questions using our online form (LINK coming soon)
• Regional Small Business Support Contacts

FIND OSBU ON SOCIAL MEDIA
Get up-to-the-minute news on OSBU happenings, training, and business opportunities:
[Facebook icon] [Twitter icon] [LinkedIn icon]

SMALL BUSINESS CWAC CENTER NEWSLETTER
The Small Business CWAC Center's Newsletter, Small Business in Focus, has the latest information about the center and its governmentwide IT solutions acquisition contracts - 8(a) STARS II, VETS, and Alliant Small Business.

- Section 8(a) Business Development Program
- Woman Owned Small Business (WOSB) Program
- Historically Underutilized Business Zone (HUBZone) Program
- Service-Disabled Veteran-owned Small Business Programs (SDVOSB)
- Subcontracting Assistance Program

We collaborate across the agency and partner with many GSA offices including the following business lines:

- Federal Acquisition Service (FAS)
- Public Buildings Service (PBS)

Choose your location for the OSBU POC.

Contact information for Small Business Support

This group provides access to GSA's nationwide procurement opportunities through outreach, training and counseling. They are advocates for small and disadvantaged businesses, including woman-owned, veteran-owned, service disabled veteran-owned and Hubzone firms.

[Back](#)

Filter by State or Region:
All Locations Go >

Name	Contact info	State or Region	Serves
Chasity Ash Procurement Analyst 401 W PEACHTREE ST NW ATLANTA, GA 30308-3510	Phone: (404) 215-6856 Cell: Email: chasity.ash@gsa.gov	AL, FL, GA, KY, MS, NC, SC, TN	o ALL Federal
Charles Aycock Procurement Analyst 331 7th Street SW Washington, DC 20024-0001	Phone: (202) 205-0251 Cell: Email: charles.aycock@gsa.gov	DC, MD, VA Washington, DC, Maryland (Montgomery and Prince George's counties), and Virginia (Arlington, Fairfax, Loudoun, and Prince William counties, and the cities of Alexandria and Fairfax).	o ALL Federal
Shannon Banks Supervisory Small Business Specialist 230 S Dearborn St CHICAGO, IL 60604-1505	Phone: (312) 353-1100 Fax: (312) 886-3827 Cell: (312) 405-4609 Email: shannon.banks@gsa.gov	IL, IN, MI, MN, OH, WI	o ALL Federal

Contact Our Regional Staff

**DATES:**

July 30, 2109 @ 1:00 PM

August 8, 2019 @2:00 PM

August 15, 2010 @2:00 PM

August 22, 2019 @2:00 PM

September 3, 2019 @2:00 PM

September 10, 2019 @1:00 PM

September 19, 2019 @1:00 PM

**Upcoming Webinars Dates for
Getting on Schedule!**



DATES:
August 1, 2019 @1:00 PM
August 13, 2019 @ 2:00 PM
August 27, 2019 @1:00 PM
September 12, 2019 @ 1:00 PM
September 24, 2019 @1:00 PM

Upcoming Webinars Dates for Marketing Your GSA Contract



DATES:

August 6, 2019 @ 2:00 PM

August 29, 2019 @ 2:00 PM

September 17, 2019 @ 1:00 PM

September 26, 2019 @1:00

Upcoming Webinars Dates for Using the Federal Procurement Data System

Additional Resources



U.S. Small Business
Administration



Association of
Procurement
Technical
Assistance
Centers



**MINORITY BUSINESS
DEVELOPMENT AGENCY**
U.S. DEPARTMENT OF COMMERCE



DOING BUSINESS
WITH GSA 

www.gsa.gov/events

www.gsa.gov/smallbizresources



QUESTIONS?