



U.S. General Services Administration

A photograph of a large, multi-story, light-colored building with many windows, likely a GSA office building. The building is partially obscured by green trees in the foreground. A blue flag is flying on a tall pole to the right of the building. The sky is blue with white clouds.

GSA Industry Partner Training Series

Acquisition Workforce Training Branch
FAS Office of Customer and Stakeholder Engagement

Pricing and Pricelists

Episode 4 of the Vendor Training Series

Who Am I?

Robin Zickgraf - Program Analyst

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- 15 years experience - all in the industry arena
- Over 1,000 onsite visits
- Wrote the policy that governs how vendor performance is assessed
- Now I teach, and teach others how to teach

How Much Can I Charge?

- Charge contract price or lower
- Contract price is a ceiling - the most you can charge
- Open market items - charge a fair and reasonable rate
- Fixed price orders for services - estimate the hours required and use your contract rates



Can I Offer Discounts?

Yes

- Discounts can be offered on a case-by-case basis to remain competitive
- Contractually required discounts (if applicable)
 - Prompt payment discounts
 - Quantity discounts
- Blanket Purchase Agreements (BPAs) typically are negotiated with discounts

How Can I Charge More?

With a modification

- Economic Price Adjustments (EPAs) allow for price adjustments
- Certain conditions must be met
- Must demonstrate the necessity to adjust pricing
- EPA conditions determined at contract award



Does This Affect Prices to Commercial Customers?

Yes...and No...Maybe

- No for TDR vendors; Yes for all others
- Basis of Award (BOA) customer pricing is tied to contract pricing
- Changes to your BOA pricing may impact contract pricing
- All other commercial customers' pricing has no impact on contract pricing



What On Earth is “Basis of Award”?

- Contractual discount relationship to “most favored customer(s)”
- “Most favored customer” is the basis of contract award
- Hence, Basis of Award (BOA) customer
- Must maintain discount relationship
- Ex: Price to BOA customer drops 5%, must offer same 5% discount on contract



How About a BOA Example?

Example 1: Your BOA customer is Bob's Computers

- You drop the price you charge Bob's Computers by 10% for the next 30 days
- You must offer the same 10% discount to all schedule buyers for 30 days

Example 2: Your BOA customer is Bob's Computers

- You offer a 10% discount to Sally's Printers
- This doesn't impact your BOA discount relationship
 - Sally's Printers is not your contractual BOA customer
- Not obligated to offer 10% discount to schedule buyers as well

This Sounds Important. What's the Bottom Line?

- Know who your BOA customer (or class of customers) is
- Understand the discount relationship
- Monitor the discount relationship
- Adjust prices to maintain discount relationship
- TDR vendors - this doesn't apply to you



Is There a Specific Format for My “Pricelist”?

Yes

- Clause I-FSS-600 is part of your contract
- Standard for every contractor
- Lists prices, along with standard terms and conditions
- You need to be able to produce this document upon request
- Load it into [Schedules eLibrary](#)



What About Services, Quotes, and Fixed Prices?

- Service providers commonly have to quote a firm, fixed price
- Estimate the number of hours required
- Contract rates x number of hours = firm, fixed price
- Be able to demonstrate how you arrived at your fixed price



What About OLM?

- OLM = Order Level Materials
- Applies to certain schedules only
 - 03FAC, 56, 70, 71, 84, 00CORP, 738X
- Special SIN that allows inclusion of ancillary materials that would otherwise be open market
- Charge a “fair and reasonable” price, report sales
- [Read more here](#)

Summary

- Charge contract price or lower
- Modify your pricing as necessary
- Understand and monitor your BOA discount relationship
- Your “pricelist” must exist in a specific format (I-FSS-600)

Questions?
