

Four Steps to Your GSA Contracts

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INTRODUCTION

Before starting any game, you must understand the rules. And to get a GSA schedule you must understand how General Services Administration (GSA) buys products and services. First a government buyer needs to find your business among the many thousands of businesses with GSA schedules. They use the GSA E-Library or a buyer's "Google" where you hope the government finds your business. Targeted Direct Sales works best.

Through the GSA Federal Acquisition Service (FAS) buyers use contract vehicles called GSA Schedules, GSA Advantage!, GSA E-Buy, and beta.sam.gov.



- **GSA Schedule** (aka Multiple Award Schedules (MAS)) is when you would like to improve your marketing and efficiency of selling your products or services to the Government in a pre-negotiated contract. Under this program, a contract holder can sell to any government agency with just one source, instead of having separate contracts with each agency.
- **Have a GSA schedule where you sell products, consider GSA Advantage!** - GSA Advantage is the government's "Amazon". It is a public website where federal buyers navigate to and purchase your products from a government webpage.
- **Have a GSA schedule where need to unload products consider GSA Reverse Auctions?** Federal buyers post their needs in this system, and GSA Contract holders (alone) can view and bid on these opportunities. It is like an auction where the lowest bidder wins.
- **Have a GSA schedule where you sell services, consider GSA E-Buy** - GSA E-Buy is an online bidding system where federal buyers post their needs, usually projects and use email notifications. GSA Contract holders get exclusive access to bidding opportunities under \$30,000.
- **beta.sam.gov** – where contract opportunities, usually over \$30,000, are posted.



STEP 1 –IS THERE A FEDERAL MARKET FOR WHAT YOUR SELLING?

STEP 1A DETERMINE YOUR BUSINESSES SPECIAL ITEM NUMBER (SIN)–

GSA Schedules are broken into SIN. To organize the SINs, GSA has them in twelve Categories.

- Information Technology
- Professional Services
- Security & Protecting
- Scientific Management and Solutions
- Facilities
- Industrial Products & Services
- Travel
- Human Capital
- Miscellaneous
- Furniture & Furnishings
- Transportation & Logistics Services
- Office Management

In addition, the Veterans Administration has nine multiple award schedule programs.

- 65 II A – Medical Equipment and Supplies
- 621 I – Professional and Allied Healthcare Staffing Services
- 621 II – Medical Laboratory Testing and Analysis Services
- 65 I B – Pharmaceuticals and Drugs
- 65 II C – Dental Equipment and Supplies
- 65 II F – Patient Mobility Devices
- 65 V A – X-Ray Equipment and Supplies
- 65 VII – Invitro Diagnostics, Reagents, Test Kits and Test Sets
- 66 III – Clinical Analyzers, Laboratory, Cost-Per-Test



STEP 1B RESEARCH –

Market research to gather information and better understand your target federal market. For the Federal Government I suggest doing market research in the Federal Procurement Data System (FPDS) <https://www.fpds.gov/>. The FPDS will reveal.

- Who is buying your product or services in the federal market,
- How much they are buying,
- Who your key competitors are, and
- What contracts are set to expire that can become potential opportunities?

To navigate the system, it works best you know your Product Service Code (PSC) or the North American Industry Classification system (NAICS).

STEP 2 – DETERMINE IF YOU ARE ELIGIBLE TO GET A SCHEDULE.

- Have you been in business for two years and can you provide two years of financial statements prior to submitting your schedule application for review?
- Do you have measurable past performance?
 - Federal Government will use the CPAR system
 - Private Sector uses the Open Ratings System report through Dun and Bradstreet.
- Obtain a Digital Certificate - The GSA has mandated that a person from within the company must have a Digital Certificate. This allows access to the GSA's e-offer system, where modifications to GSA contracts are submitted. Digital certificates are issued by third party vendors like IdenTrust and cost around \$120.
- Do you have the time? – it usually takes up to 12 months to get your schedule negotiated and approved.

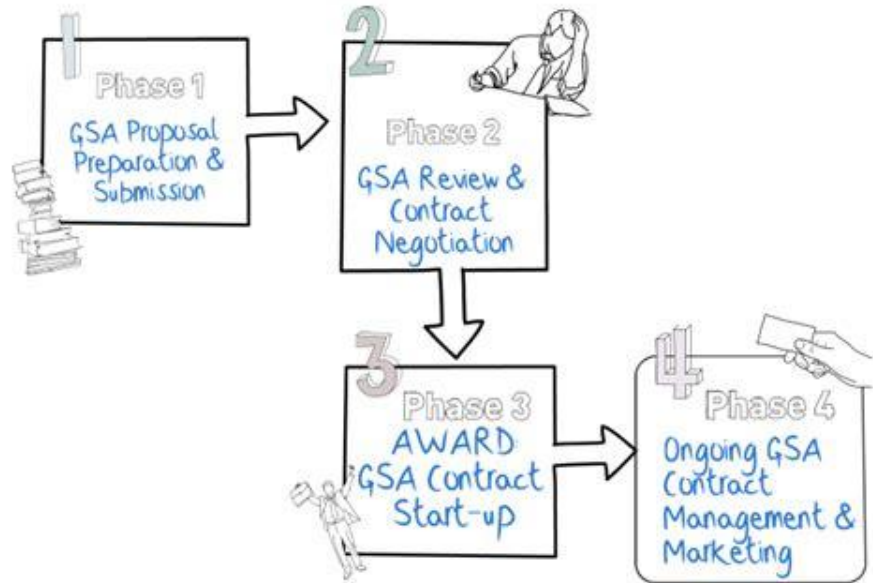


Contract Holder

STEP 3 – PAPERWORK

STEP 3A – GET READY.

- Take training Courses.
- Register Your Business with the Government
- Download forms and Obtain a Checklist for Submission from each SIN.



STEP 3B ASSEMBLE YOUR OFFER

- Complete government provided forms and Compile Information on your business.
 - MARKETING STRATEGY – relationship marketing, websites, etc.
 - PRICING FOR PRODUCTS- You will need a standardized commercial price list. – Your schedule has a price reductions clause. The GSA expects to pay the same price as your best customers. Once negotiated with the GSA, you cannot charge prices higher than your negotiated rates. However, GSA agreement will reach into your commercial practices (discounts and terms).
 - MINIMUM WAGE PRICING FOR PROVIDING SERVICES - Service-based GSA Contract Holders will follow local standards of the Service Contract Act (SCA) or Davis Bacon (construction) wage determinations.
 - TAA COMPLIANCE - Selling Chinese products through GSA is not allowed.
- Submit your offer through eOffer using the seven-step process: Corporate Information, Negotiators, Goods/Services, Standard Responses, Solicitation Clauses, Upload Documents

STEP 3C – FINALIZE YOUR OFFER

- Provide any additional information GSA requests.
- Negotiate with the GSA.

STEP 4 – SELL, SELL, SELL

- COMPLIANCE AND SUPPORT - You must maintain compliance with all terms and conditions of your Schedule contract throughout the contract's life.
- SALES REPORTING - You are required to track and report your GSA Schedule sales, and remit the Industrial Funding Fee (IFF) for all sales made against your Schedule contract.
- MINIMUM SALES REQUIREMENT You must sell at least \$25,000 through your GSA Contract in the first two years, and every year after or your GSA schedule will be cancelled.