

No matter the state of the economy, one customer keeps buying:

The Federal Government

What is GSA?

The General Services Administration is the preferred contract vehicle used for procurement by Federal agencies. GSA supplies products and communications for U.S. government offices, provides transportation, and office space for federal employees. GSA has an annual operating budget of over 26 billion, and oversees 66 billion of procurement. GSA also contributes to the management of about 500 billion in U.S. federal property, owned and leased buildings, and over 210,000 government vehicles.

What is a GSA Schedule Contract?

A formal agreement between the Federal Government and a commercial business that allows the General Services Administration (GSA) to purchase a wide range of products and/or services with convenience and ease. This is normally a long-term government contract that has a base period of five years, which can be renewed up to three times totaling 20 years.

Does My Company Need a GSA Schedule Contract to Sell to the Government?

When having a GSA schedule contract you now have your master's degree for Government contracting. GSA is the preferred contract vehicle used for procurement by Federal agencies that would provide your business preferred vendor status. Procurement officers would rather award a contract to a GSA schedule holder because the business has past performances to show timeliness, quality, and positive delivery of products and/or services.

Why Should My Company Get a GSA Schedule?

- It is the Most Widely Used Government Contract
- Simplifies the process for the federal government to purchase your products and services
- Participate in the billions of dollars that are dispersed annually (over 30 Billion in Annual Sales)
- Provides a Competitive Advantage over those without a Schedule
- Allows for a Shorter, Simplified Sales Process (Avg. 15 Days vs. 268 Days in Open-Market)

How Long Does it Take to Get a GSA Schedule Contract?

If you choose to prepare the proposal yourself, it could take anywhere from months to well over a year. Once your proposal has been submitted, the review time can vary depending on which GSA Schedule you are in pursuance of. Review times can range from three to five months.

What Can I Sell Through a GSA Schedule?

Equipment, supplies, telecommunications, and integrated information technology solutions can be offered on a GSA schedule. There are over 11 million commercial products and services available through the GSA Schedules.

There are a number of online resources businesses can use to assess opportunity and placement within the GSA Schedule program:

GSA advantage is the online shopping and ordering system used by Federal government employees for purchases. This web site provides access to thousands of contractors and millions of supplies (products) and services.

GSA elibrary is the online source for the latest contract award information. This web site will allow you to access information on millions of supplies (products) and services, the latest Schedule Program changes, access to the complete list of all GSA and VA Schedules, and links to contractor websites, email addresses, and text files containing contract terms and conditions

The GSA Schedule program consists of approximately 40 GSA Schedules based upon category of product and/or services offered. Each GSA Schedule is detailed below along with fiscal year 2016 sales.

SCH #	Most Utilized Industries	Industry Spending
70	Information Technology Equipment, Software & Services	\$14,591,998,879
65	Durable Medical Equipment and Supplies	\$5,869,952,394
874*	Mission Oriented Business Integrated Services (MOBI S)	\$2,288,798,075
871*	Professional Engineering Services	\$1,550,580,933
84	Total Solutions for Law Enforcement, Security	\$1,380,071,745
71	Furniture	\$895,631,449
520*	Financial and Business Solutions (FABS)	\$694,887,380
51 v	Hardware Superstore	\$659,481,363
36	Office, I managing, and Document Management Solutions	\$636,265,498
66	Scientific Equipment and Services	\$619,911,195
75	Office Products and Supplies	\$518,403,586
03FAC	Facilities Maintenance and Management	\$515,915,929
48	Transportation, Delivery and Relocation Solutions	\$488,829,373
56	Buildings & Building Materials/Industrial Services and Supplies	\$275,900,983
738X	Human Resources & EEO Services	\$273,369,508
599	Travel Services Solutions	\$220,845,387
23 v	Automotive Superstore (formerly VMAS)	\$193,309,793
73	Food Service, Hospitality, Cleaning, Equip & Supplies	\$180,798,038
899*	Environmental Services	\$155,691,692
78	Sports, Promotional, Outdoor, Trophies and Signs (SPORTS)	\$152,946,384
874V*	Logistics Worldwide (LOGWOR LD)	\$142,790,740
736	Temporary Administrative & Professional Staffing (TAPS)	\$122,901,084
58 1	Audio/Video, Telecom, & Security Solutions	\$101,336,613
76	Publication Media	\$99,855,141
541*	Advertising and Integrated Marketing Solutions (AI MS)	\$82,808,068
81 1 B	Shipping, Packaging and Packing Supplies	\$79,681,359
72	Furnishing and Floor Coverings	\$34,694,912
67	Photographic Equipment, Related Supplies, & Services	\$33,235,767
71 11 K	Comprehensive Furniture Management Services (CFMS)	\$22,747,419
738 11*	Language Services	\$17,124,578
751	Leasing of Automobiles & Light Trucks	\$1,502,428
	Total Sales	\$32,902,267,693

While obtaining a GSA Schedule Contract is not a simple process, it is a potential 20 year contract — an initial five-year term with three five-year extension options. Most contract holders would agree that the opportunities opened through GSA Schedule Contract are well worth the time and effort put into securing a Contract Award.

Is My Company Eligible to Get a GSA Schedule Contract?

- You must be in business at least two years with the same tax id #.
- You must have a web site and email address
- Have generated at least \$100,000 in revenue within the past year
- Have six references of past business performances
- Have a verified accounting system

What do I need to have in place to submit my proposal to GSA?

- A digital certificate
- Obtain a DUNS Number
- Receive a CAGE code by registering with System for Award Management (SAM)
- Obtain a D & B open Ratings Past Performance Evaluation report
- Determine the correct GSA Schedule for your business
- Gather all NAICS, PSC and FSC codes that apply
- Determine the most advantageous Federal Supply Schedule

How can I determine if I should get assistance from a third party?

Ask yourself these questions-

1. How quick do I need a GSA Contract?

- ✓ It takes most businesses well over a year to complete the GSA. A third party company has effective communication with GSA Contracting Officers which plays a key role in getting things done quickly and efficiently
- ✓ If the correct Schedule is not chosen initially, you may risk wasting months preparing a proposal that will be rejected
- ✓ Being inexperience can result in errors that cause your proposal to be rejected. According to GSA, 60% of all offers are initially rejected

2. Do we have someone within our organization that has experience processing Government registrations?

- ✓ Candidate must have a comprehensive understanding of the GSA Schedule solicitation, as well as an in-depth knowledge of relevant procurement regulations, strategy development, and contract negotiation experience

- ✓ Having detailed knowledge of discount practices and negotiation procedures is a must when it comes to securing the highest profit margins
- ✓ The pricing, terms, and conditions your company negotiates will serve as a foundation for your GSA Schedule
- ✓ Be familiar with the exact information and format required since it will vary from Schedule to Schedule
- ✓ Understand that if a solicitation refresh is issued you will be forced to submit your proposal by a deadline or it will be rejected

3. Can someone within our organization take the time to complete the GSA, ultimately taking them away from their normal responsibilities?

- ✓ Must have the ability to devote significant time to proposal preparation, negotiation, and post-award maintenance
- ✓ Many businesses will spend a year or more just to develop their proposal
- ✓ Candidate must be able to communicate with and provide information as requested by GSA
- ✓ Once submitted, you may wait up to twelve months before your offer is reviewed

4. What ultimately could my costs be if I decided to do this in house?

- ✓ Determine what you're paying an in-house person, what they are paid hourly/salary, and how long it takes them to complete the proposal. There are hundreds of pages of information to submit which takes hundreds of hours to complete. (300 hours X \$20 an hour = \$6,000)
- ✓ The longer your company is without a GSA Schedule Contract, the higher the cost of missed opportunities
- ✓ If your proposal is rejected, can your company afford the potential loss of business during that time?

Navigating your way through the federal contracting maze can be very difficult if you have not taken the proper steps.

You need a lot of know-how and understanding to enter this space environment. When taking on this task you will quickly determine that many obstacles exist. There are hundreds of pages of information to read through to try to understand how the GSA works. It is very confusing how the government explains this process and the verbiage they use, even for the most educated business people. It takes the average business well over a year with countless hours to attempt to complete the GSA. That is time and money that could have been spent more wisely taking care of normal job responsibilities or running your business. The GSA schedule is complex and includes numerous hurdles to jump while going through negotiations with the GSA Contracting Officers. Our GSA Schedule services are designed to help your organization successfully navigate your way through the federal contracting maze to maximize the return on your investment. We provide expertise in each step of the process and with the help of a GSA Schedule contract you have the opportunity to earn significant business and the potential to greatly increase your revenue.

Our GSA processors can help you execute your GSA schedule from start to finish, enabling you to concentrate on delivering quality goods and/or services. Our contract consultants and GSA processors will work closely with you to understand your business so we can represent you in the best possible manner. We will take the time to become familiar with your company's offerings, complete all necessary forms, develop pricing and government discounting practices, submit all required documents to the GSA's contracting officer, and complete the administrative review, negotiations, and FPR stages.

Our staff has worked carefully over the years to develop positive working relationships at GSA, while creating a reputation for submitting strong proposals and facilitating the review process. We have years of experience and have helped thousands of clients of all sizes and industries take the proper steps towards getting on the GSA schedule and attaining government contracts. Our GSA Processing Consultants are leaders in the industry and have over 1,300 schedules awarded...and that number grows daily! Our processors will act as your advocate through every step of the GSA acquisition process, and their mission is to see you successfully navigate the federal procurement process.

***Visit our website to view our “Guaranteed Services” section**

Below are some of the tasks that are completed throughout the various stages of the application.

- Gathering information to support price negotiations
- Review of all applicable FAR (Federal Acquisition Regulation) and CFR (Code of Federal Regulations) clauses
- Preparation of all applicable forms, including Representations and Certifications and Technical Proposals required
- Preparation, via templates, of a Small Business Subcontracting Plan as required
- Research to insure compliance with JWOD requirements where applicable
- Offer advice and feedback about your commercial pricelist and GSA pricing
- Preparation of a proposed Schedule Price List with supporting documentation
- Preparation of Commercial Sales Practice (CSP-1) disclosure and price support documentation
- Execute and manage your GSA Schedule contract, Ensure contract compliance
- Delivery of the completed Proposal to the GSA and monitoring of Proposal Status
- Response to GSA requests for Clarifications and Revisions
- Conduct negotiations with GSA's assigned Contract Officer /Contract Specialist
- Preparation of the Final Proposal Revision at the close of negotiations
- Post award instruction to facilitate marketing to the Federal Government
- Provide guidance, education, training, advice, and experience as required
- Provide assistance and ongoing support

Generating sales, revenue, and being profitable is the entire purpose to having spent the resources required to become a GSA schedule contract holder

Recent clients that we've helped get on a GSA schedule and attain contracts

1.) Opterna AM – 3 contracts since award a GSA Schedule. One contract for \$120,000.00 – GSA Contract Number – GS-35F-508DA (Schedule 70) Minority/Disadvantaged Owned Business

Testimonial comment - I felt compelled to thank you all once again for all of your hard work and efforts. This afternoon, Opterna was able to compete for a bid that was set aside for GSA schedule holders only. I received a call from the contracting officer who was able to locate Opterna through the GSA E Library. We were awarded the contract on the spot with very minimal convincing or additional documentation requested. We were more than capable to fulfil the order. The dollar value already exceeds the cost to employ your help in pursuit of our Schedule as well. Amazing work Ladies!



2.) Document Experts – Peter received a large order since awarded (Products) – \$13,457.51 – Bid Proposal for \$360,000.00 to be determined. He is waiting on a response. GSA Contract Number – GS-03F-033GA (Schedule 36) Regular Small Business

Testimonial comment - I am sitting here this afternoon reflecting on how everything worked out to bring us to this point. Specifically, I have been thinking about all of the things that our GSA Consultants, Traci and Kim did to get us here. They did so in a most pleasant, patient and professional manner. They not only know the market and the industry, but they also negotiate strongly for your side when the negotiation process occurs with GSA. Traci anticipates problems before they can occur, and never takes her eye off the ball. I really don't know how I could have done this GSA application process without them.



3.) USQTECH CORPORATION– Getting ready to win her first bid – \$2.5 Million Dollar Contract to be determined. She is waiting on a response – GSA Contract Number – GS-35F-330GA (Schedule 70) Minority/Woman Owned/8(a) Certified

Testimonial comment - I am writing to commend two of your employees for their outstanding performance and service in support of my IT Schedule 70 certification process. My experience with your company has far exceeded all of my expectations – and Kim and Traci are the reason why. They took what could have easily been a trying, stressful, and possibly overwhelming experience and made it

manageable, easy to understand, and almost predictable. They helped me navigate every obstacle with deft skill and knowledge, avoiding unnecessary delays and potential complications on innumerable occasions. I cannot emphasize enough the value of their guidance.



4.) Best Tech Brands, LLC - Disabled Veteran Owned Company (Certified) - \$13,000.00 Bid for products that CAN NOT be offered on his GSA, due to fluctuation. (Fuel) However, he did win the bid because he was a GSA Contract Holder. That's how they found him.

Testimonial comment - I want you all to know how much I appreciate all your combined efforts to get this business over the GSA and VIP finish line, Looks like we made it!

