



GovEnergy

www.govenergy.gov

The Premier Energy Training Workshop
and Trade Show for Federal Agencies

A River of Energy Solutions

Doing Business
with the
General Services Administration

August 8, 2011

GSA

GSA Schedules Program

GSA provides commercial products and services to Federal, State and Local Governments through a discount program called the GSA MAS Program.

This program achieves more than \$40 billion dollars in sales every year. Businesses who participate in this program have the potential to benefit, however, success is not guaranteed

The contracts awarded under this program are 5 years with three 5 year options.

GSA Schedule Benefits *for the* **Federal Buyer**

- **Over 11 million services and products from thousands of pre-qualified Schedule contractors**
- **Shorter lead times, lower administrative costs, and reduced inventories**
- **‘Best Value’ solutions**
- **Volume discount pricing and the ability to seek one-time spot price reductions**
- **Agency orders count toward meeting small business goals**
- **Promotes compliance with environmental and socioeconomic laws and regulations**
- **Government-wide commercial credit card acceptance from Sellers/Vendors**

GSA Schedule Benefits *for the* **Federal Contractor**

- **Simplified access to thousands of Federal buyers through a single contract**
- **Contract stability (e.g. 5-year contract period and three 5-year options to extend the contract)**
- **Ability to win orders based on best value solutions to Federal Buyer requirements including one-time spot price reductions**
- **Shorter lead times, lower administrative costs, and reduced inventories**
- **Federal Buyer online credit card ordering and payments through *GSA Advantage!***
- **Schedules e-Library online identification as a Schedule contractor for specific Schedule SINs**

GSA Schedule

Pros and Cons

- **Preferred Source of Supply**
- **Great Earning Potential**
- **World Wide Program**
- **High Visibility/Credibility**
- **Potential Financial Success**
- **The minimum that the Government agrees to order during the contract period is \$2,500. If the Contractor receives total orders for less than \$2,500 during the term of the contract, the Government will pay the difference between the amount ordered and \$2,500.**
 - **All Reports Current**
 - **Good Standing**
 - **Not terminated for default**
- **5-20 Year Contract**
- **Sales Criteria of \$25,000 earning under the program**
- **IFF (.75%)**
- **Auditing and Set-Up Requirements**
- **Varied Demand**
- **Paperwork**
- **Award process time**
- **Success Not Guaranteed**
- **Contract can be cancelled for lack of sales before contract end date**
- **Modifications are not automatic**
- **Self-Managed GSA Advantage**

4-Step Checklist to a GSA Schedule

1. Complete **Registrations** and start **Past Performance Review**
2. Obtain and Complete the **Solicitation/Application**
3. Submit **Completed Offer** and **Negotiate Contract**
4. Information loaded to **GSA Advantage** and Market your new **GSA Contract**

GSA Schedule Basics

- **Registrations/Certification**
 - **Central Contractor Registration**
www.ccr.gov
 - **Small Business Administration**
www.sba.gov
 - **North American Industrial Classification**
www.census.gov/naics
 - **Online Representations and Certifications**
<https://orca.bpn.gov/>
- **Experience**
 - **Past Performance Review (\$185.00)**
conducted by Open Ratings www.openratings.com
- **GSA Award Time**
 - **120 Days+**
- **Minimum Qualifying Sales**
 - **\$25,000 in sales per year (\$25K for 1st 24 mo of base contract)**

Central Contract Registration

www.ccr.gov

- **DUNS number - 9 digit identifier provided by Dun & Bradstreet (D&B)**
- **Tax Identification Number (TIN)**
- **Taxpayer Name**
- **Statistical Information**
- **Electronic Funds Transfer (EFT) Information**
- **New registrations process is 1-2 business days**

Small Business Administration

www.sba.gov

- **8(a) SDB Development Certification Program Application**
- **HUBZone Program Application**
- **Woman-Owned Business - Self Certify**
- **Veteran Owned Business - Self Certify**
- **Service Disabled Veteran Owned Business - Self Certify**

North American Industrial Classification

www.census.gov/naics

- **Facilitates the collection, tabulation, presentation, and analysis of data relating to establishments.**
- **Promote uniformity and comparability in the presentation and analysis of statistical data describing the North American economy.**
- **Used by Federal, State and local agencies, trade associations, private businesses, and other organizations.**
- **Updated every 5 years by Economic Classification Policy Committee (ECPC).**
- **Final by The Office of Management and Budget (OMB).**
- **Next Revision Year 2012.**

Online Representations and Certifications

<https://orca.bpn.gov>

- **Replace paper based Representations' and Certifications' processes**
- **DUNS Number Required**
- **MPIN Required**
 - **Marketing Partner Identification Number - Created during CCR Process (personal code allows access to government applications)**

Past Performance

www.openratings.com

- **Required as part of your offer submission**
- **Order the report at www.ppereports.com**
- **Specify between 6-20 'Notified' References**
- **On-line survey e-mailed to references**
- **35 day process**
- **Valid for 6 months**
- **\$185.00 plus tax for two orders (\$25.00 each additional)**

Federal Contracting/Procurement Assistance

www.gsa.gov/r5smallbusiness

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 U.S. General Services Administration

WHAT GSA OFFERS

DOING BUSINESS WITH GSA

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Great Lakes (5)

- Overview
- Key Contacts
- How to Get . . .
- Buildings | Facilities
- ▶ **Small Business Assistance**
- Emergency Management
- Jobs
- News & Notices
- About Region 5

Great Lakes Small Business Assistance

The Great Lakes Office of Business and Congressional Services serves a wide array of GSA customers.

Small Business Services

As the regional arm of the Office of Small Business Utilization (OSBU), we serve as advocates for [small](#), [small disadvantaged](#), [Section 8\(a\)](#), [woman-owned small](#), [HUBZone small](#), [veteran-owned small](#), and [service-disabled veteran owned small businesses](#), as well as federally recognized Native American tribes and tribal organizations. We provide guidance and assistance to small businesses located in Illinois, Indiana, Michigan, Minnesota, Ohio, and Wisconsin.

To request more information, learn about upcoming events and training, or to schedule an appointment, please contact us. We can be reached toll free at (888) 353-5383 or via fax at (312) 886-9893.

The shortcut for this page is www.gsa.gov/r5smallbusiness.

Last Reviewed 04/30/2010

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- **Additional Contacts for**
- **Small Business Support**

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Also of Interest:  Whitehouse.gov  Recovery.gov  Data.gov  USA.gov  [Suggested Government Sites](#)

www.gsa.gov/smallbizguide

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Office of Small Business Utilization

• Overview

• **Doing Business with GSA Guidebook**

• Federal Procurement Data

• Financial Assistance and Federal Grant Programs

• Forecast of Contracting Opportunities

• Mentor-Protege Program

• OSBU National Calendar of Events

• Register To Do Business with the Government

• Small Business GWAC Center Newsletter

• Subcontracting Directory

Doing Business with GSA

The brochure [Doing Business with GSA](#) offers guidance on contracting with GSA. Please submit any comments, questions, or concerns regarding this document to small_business@gsa.gov.

PLEASE NOTE: This guide is subject to change. This is an official government document and should not be reproduced.

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Last Reviewed 07/16/2010

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Also of Interest:  Whitehouse.gov  Recovery.gov  Data.gov  USA.gov  [Suggested Government Sites](#)

https://cae.gsa.gov/



The Center for Acquisition Excellence

* Login ID

* Password

Login

FPDS Resources

[▶ Preview Site Content](#) [▶ Create New Account](#) [▶ Login ID Help](#)

Recent Announcements

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Window - Microsoft Internet Explorer provided by GSA



Welcome to How to Become a Contractor - GSA Schedules Program Course

Course Topics

This course is comprised of 10 lessons outlining the topics that sellers of commercial services and products need in order to be more familiar with GSA Schedules. This course is comprised of the following lessons:

- Welcome to How to Become a Contractor — GSA Schedules Program Course;
- Overview of the GSA Schedules Program;
- Identifying Services and Products Covered by the GSA Schedules Program;
- Reviewing the Contents of a GSA Schedule Solicitation;
- Preparing a Schedule Proposal;
- Proposal Evaluation and Contract Negotiations;
- Marketing Using a GSA Schedule Contract;
- Responding to Schedule User Requirements;
- Administering a Schedule Contract; and
- How to Become a Contractor — GSA Schedules Program Course Summary.

Select Next to continue.



MENU

NOTEPAD

BOOKMARKS

QUICK REFERENCES

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Additional Contracting/Procurement Assistance

GSA Mentor Protégé Program

www.gsa.gov/mentorprotege

- **Encourage and Motivate**
- **Enhance Capabilities**
- **Increase Subcontracting Opportunities**
- **Establish Long Term Relationships**

Tony Eiland
Program Analyst
Office of Small Business Utilization
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Department of Defense Procurement Technical Assistance Centers (PTAC)

Procurement Technical Assistance Centers

Home Contracting News Government Contracting Assistance What are PTACs? APTAC Members Additional Resources

Find a PTAC | Links | PTAC Frequently Asked Questions | Site Map Member Login Conf Presentations Posted

Getting Government Down to Business

*Want to sell to the government?

*Overwhelmed by registrations,
certifications and solicitations?

*Need help making contacts?

Call a PTAC – We can help!

93 Procurement Technical Assistance Centers (PTACs) form a nationwide network of procurement professionals dedicated to providing you:

1. an understanding of the requirements of government contracting, and
2. the know-how to obtain and successfully perform federal, state and local government contracts.

At little or no cost, PTACs provide a wide range of assistance covering every phase of government contracting – from initial registrations through contract completion. See ["Government Contracting Assistance"](#)



Government Contracts for Our Companies

"PTACs are fundamental to the success of small business owners who are seeking Federal work." - Scott Denniston, Director, Department of Veterans Affairs Center for Veterans Enterprise

PTACs in the News

- Hands On Help for Contractors (Enterprise Magazine, Eastern Connecticut, Fall, 2007)

www.sellingtothegovernment.net



Small Business Administration Small Business Development Centers (SBDC)

U.S. Small Business Administration

SBA Programs and services to help you start, grow and succeed

Your Small Business Resource

En Español

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About SBA Home > About SBA > SBA Programs > Office of Small Business Development Centers

Office of Small Business Development Centers Entrepreneurial Development SBA Program Office SBA Programs

Newsroom

Contact

FAQ

Mission The Office of Small Business Development Centers (SBDC) provides management assistance to current and prospective small business owners. SBDCs offer one-stop assistance to individuals and small businesses by providing a wide variety of information and guidance in central and easily accessible branch locations. The program is a cooperative effort of the private sector, the educational community and federal, state and local governments and is an integral component of Entrepreneurial Development's network of training and counseling services.

E-NEWSLETTERS

E-PAYMENTS

MARKETING AND OUTREACH

MOST REQUESTED ITEMS

Highlights

- > [Antonie Doss - Associate Administrator](#)
- > [EDMIS](#)
- > [Faith-Based Initiatives](#)
- > [Veterans & Reservists Assistance](#)
- > [SBDC National Clearinghouse](#)
- > [SBA's Drug Free Work Place Program](#)

Resources

- > [SBDC en Espanol](#)
- > [SBDC Locator](#)
- > [Association of SBDC's](#)
- > [Information for SBDC funding recipients](#)

Business.gov ExpectMore.gov Strengthening Social Security Health Care

> USA Gov > E-Gov > Regulations.gov > White House > SBW 2008 > Med Wed

Privacy & Security Information Quality FOIA No Fear Act ADA About Site Contact

www.sba.gov/sbdc/



GSA Marketing Techniques

<https://apps.fss.gsa.gov/cmls/index.cfm>



STEMMING THE TIDE

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Disaster Recovery Support
Image Courtesy of Henrik Tharburn
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A Tool for Saving Lives
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Managing a Force of Nature
Edited by Emily LeDuc
- 60** **CHAOS DECONSTRUCTED**
How the Federal Emergency Management Agency Operates
in the Face of Disaster
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Maintaining Operational Continuity
- 88** **ADVANCED HEALING**
Medical Training Redefined
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http://www.gsa.gov/marketips

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Home > About GSA > Reference > Procurement Resources > MarkeTips Advertising Specs. & Guidelines

Procurement Resources

- Overview
- Earned Value Management
- GSA Logo Download
- ▶ **MarkeTips Advertising Specs. & Guidelines**

MarkeTips Advertising Specifications and Guidelines

GSA's *MarkeTips* Magazine provides an opportunity for GSA contract holders to promote products to the federal marketplace. With a broad and diverse subscriber list *MarkeTips* offers a unique connection to federal purchasers.

Advertising space in *MarkeTips* is FREE OF CHARGE, and is offered on a first-come, first-served basis. Because of limited ad space, ads are not guaranteed.

Please read the specifications carefully, and direct technical or procedural questions to the appropriate MarkeTips point of contact as listed in the document below.

This information has been produced in an effort to streamline and simplify the *MarkeTips* ad submission process and to provide information and explanations of terminology with which all vendors may not be familiar.

GSA hopes to continue to provide an effective forum to market the huge variety of products and services available through GSA and vendor partners. Questions or concerns should be emailed to gsa_marketips@gsa.gov.

[MarkeTips Publications](#) are available online.

Name	Format	Size	Publish Date
Vendor Eligibility Requirements for Advertising in MarkeTips Use this document to learn the specifications for MarkeTips.	PDF	267k	7/8/2008
Text Version - Vendor Eligibility Requirements for Advertising in MarkeTips Use this document to learn the specifications for MarkeTips.	Text	29k	7/8/2008

The shortcut for this page is gsa.gov/marketips.

CONTACTS

MarkeTips Contacts

- gsa_marketips@gsa.gov
- [View Contact Details](#)

http://ssq.gsa.gov



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Schedule Sales Query

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Schedule Sales Query Report Generation System

Step 2 of 3

We have various report formats from which to choose. Please see the **examples** of each report to determine which one will suit your needs. Please select the type of report you want to view.

- 1. All Schedules by Fiscal Year
- 2. All Schedules by all Available Fiscal Years
- 3. SIN & Schedule Totals by Fiscal Year
- 4. All Contract Sales by Schedule by Fiscal Year
- 5. Schedule Sales Grand Total by Quarter by Fiscal Year
- 6. Total for All Quarters by Contractor by Fiscal Year
- 7. Total by Quarter & SIN by Contract Number and Fiscal Year
- 8. Total for Each Quarter for a Specific SIN by Fiscal Year
- 9. Total by Quarter & Contract for a Specific Contractor and Fiscal Year
- 10. Total by Contractor for a Specific Schedule and Fiscal Year
- 11. All Sales by Fiscal Year for a Specific SIN Number

[View Example](#)

[Generate Report](#)

Marketing Approaches

Market to prospective government customers using the same methods you use to reach commercial customers, including:

- ✓ **Pursue/Advertise Your GSA Schedule Application/Award**
- ✓ **Research Agency Websites prior to sales calls**
- ✓ **Run Schedule Sales Query Reports**
- ✓ **Review “MarkeTips” Publications**
- ✓ **Network**

Doing Business with the Federal Government

‘MIND-SET’

‘MIND-SET’

- ✓ **What is Popular ‘Now’ in the Private Sector ‘will be’ Popular in the Public Sector.**
- ✓ **Public Sector is typically 2-3 years behind the Private Sector in Acquisition/Procurement.**
- ✓ **MarkeTips**
- ✓ **Schedule Sales Query**
- ✓ **Forecast of Opportunities**
- ✓ **FedBizOpps**

- ✓ **Intuition and Business Acumen**



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