



*Entering the Federal Marketplace via the  
GSA Multiple Award Schedule Contract*

*As a courtesy to the class. . .*

*Please turn all cell phones off,  
or place them on vibrate.*

*Thank You!*



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***RESOURCE & ADVOCATE***

General Services Administration

Southeast Sunbelt Region 4

General Intake Number: 404.331.5103



## Today's Discussion. . .

- About GSA
- Business Basics & Strategies
- GSA Schedule Contract Overview & Requirements
- Understanding the Solicitation Requirements
- Q&A / Summary



## *\*Regional Office of Small Business Utilization*

- Small business advocate;
- Engage in strategies that provide contracting opportunities for small minority, service disabled veteran, veteran, and women-owned (including small businesses located in HUBzones) businesses.



\*Established by Public Law 95-507



# *Regional Office of Small Business Utilization*

## Main Focus:

### Education and Outreach

- Vendor Community
- In-House Acquisition Staff
- Prime Contractors



Southeast Sunbelt Region: AL; FL; GA; KY; MS; NC; SC; TN

# 11 Regional Center Locations Small Business Technical Advisors (SBTAs)

[www.gsa.gov/smallbizsupport](http://www.gsa.gov/smallbizsupport)



The logo for the General Services Administration (GSA), consisting of the letters "GSA" in white on a blue square background.

# *General Services Administration*

Key Player in the Federal Procurement Process



## *U. S. General Services Administration*

- The federal government’s procurement expert: Contracts with the business community for products & services in support of our customer agencies;
- The Federal Landlord of all federal buildings and courthouses;
- Manages the Multiple Award Schedules Contract Program;
- Sells / auctions surplus federal property, such as real estate and vehicles to the public. [www.govsales.gsa.gov](http://www.govsales.gsa.gov)



David Gibson, Small Business Advocate

Public Building Services

PHONE: 404.909.1297

[davida.gibson@gsa.gov](mailto:davida.gibson@gsa.gov)

Provides counseling and marketing strategies to construction and construction-related businesses – large and small; and to businesses that want to sell their products and services to GSA’s Customer Service Center Directors. (Ask for Customer Service Center Director’s listing)

# *What We Buy: Products*

- Environmentally-Friendly
- Furniture & Fixtures
- IT Hardware & Software
- Facilities Maintenance
- Office Supplies and Equipment
- Vehicle: Buying & Maintaining



# *What We Buy: Services*

Citizen Solution &  
Relationship

Financial Services

Facilities Management

Integrated Workplace  
Solutions

IT Procurement Assistance

Professional Services

Property Disposal

Relocation

Security

Transportation

Travel

Vehicle Leasing

Worldwide

Telecommunications

# *Public Building Services*

- Builder and Landlord of over 8000 government-owned or leased buildings
- Physical/Electronic Security (Homeland Security)
- Central Facilities Management
- Cafeteria/Vending
- Landscaping Services
- Relocation Services



# *Public Building Services*

Architectural and engineering services;  
Construction of new buildings and facilities;  
Paving and concrete work;  
Elevator installation and repair;  
Interior design and decorating;  
Demolition  
Building security  
Environmental testing and remediation  
Central facilities management



# *Technology & Professional Services*

Information technology and  
Telecommunication Products and  
Services, ranging from laptop  
computers to Professional  
Engineering Services

# *Technology & Professional Services*

- Office systems support, design and integration projects;
- Software and data center management;
- Off-the shelf hardware/software;
- Local and metropolitan area telecommunications
- Long distance services and support
- Internet service
- Information security
- Wiring/cable
- Wireless and satellite services



## *General Commodities & Services*

Hand and power tools and hardware

Paints, waxes, adhesives and brushes

Travel Management

Agency and Residential Locator

Laundry, cleaning equipment and supplies

Carpets, drapes and blinds

Event Planning / Marketing



# *Business Basics*

## *Review*

# *Determine your NAICS code*

**The North American Industry Classification Systems (NAICS) (Pronounced NAKES)**

## **What is it?**

A 5-6 digit number that identifies your product, service or industry.

## **It also determines size standards.**

All vendors must use the appropriate NAICS code for the product or service they want to offer.

<http://www.sba.gov/size>

[www.census.gov](http://www.census.gov)

Phone: 301-763-INFO (4636)

# Determine your Business Size

NAICS Code	Business Category	Size Standard In Millions of \$	Size Standard in number of employees
23622	Commercial/ Institutional Construction	\$31.0	
238160	Roofing Contractors	\$13.0	
541611	Admin/Mgmt Consultant	\$6.5	
541519	Information Technology Resellers		150

# *Basic on-line Registration*

All Companies Desiring to work with the Federal government should at the very least complete these registrations.

Dun and Bradstreet (D & B) [www.dnb.com](http://www.dnb.com) 866-472-7362

Central Contract Registration (CCR) [www.ccr.gov](http://www.ccr.gov)

– Dynamic Business Search (Update Annually)

Online Representations and Certifications [www.bpn.gov/orca](http://www.bpn.gov/orca)

IF YOU ARE A VETERAN: Center for Veterans Enterprise Web Portal  
[www.vetbiz.gov](http://www.vetbiz.gov)

# Register to Receive Bid Opportunities

**FEDBIZOPPS:** Opportunities over \$25,000 are posted on this website

[www.fedbizopps.gov](http://www.fedbizopps.gov) **OR** [www.fbo.gov](http://www.fbo.gov)

Click on “Find Business Opportunities” on top left hand banner

Search by Agency; NAICS Code; Date; Dollar Amt; Small Business Category, etc.



# *Basic Strategies*

## *Evaluate your firm*

Ask yourself: Are you a viable small business?

- Do you have experience & good past performance history;
- Can you deliver on time;
- Offer fair and discount pricing;
- Are you financially stable?
- Do you understand the terms and conditions of the solicitation;

# Ensure you get a Return on your Investment (ROI);

Who Buys my “Stuff”?

Identify / target 3-5 agencies – do they buy what you sell?

Federal Procurement Data System: <https://www.fpds.gov>

FEDBIZOPPS: [www.fbo.gov](http://www.fbo.gov)

Federal Acquisition Jumpstart: Procurement and acquisition sites by contracting activity:

(Goggle it)

# Agency Forecasts

<http://www.osdbu.gov/offices.html>

*Agency Forecasts*: Public Law 100-656, Business Opportunity Development Reform Act of 1988 requires each Federal agency to have a procurement forecast;

Direct Link to GSA: [www.gsa.gov//smallbusiness](http://www.gsa.gov//smallbusiness)

- You can also find Events and Training
- Small Business Specialists
- Subcontracting Directories: <http://www.sba.gov/subnet>

# Find Subcontracting Opportunities

## Sub-Contracting Opportunities

<http://www.sba.gov/subnet>

- Prime contractors for goods/services \$650,000+ and \$1.5 million+ for construction must subcontract a percentage of the contract to Small Business
- Prime Contractor must submit contracting plan and demonstrate good faith effort.

# Become Familiar with Key Small Business Advocates

- SBA: [www.sba.gov](http://www.sba.gov)  
Procurement Center Representative (PCR)  
Small Business Development Center (SBDC)
- Agency Small Business Specialists:
  - <http://www.osdbu.gov/offices.html>
- Procurement Technical Assistance Centers (PTAC)  
[www.dla.mil/db/procurem.htm](http://www.dla.mil/db/procurem.htm)



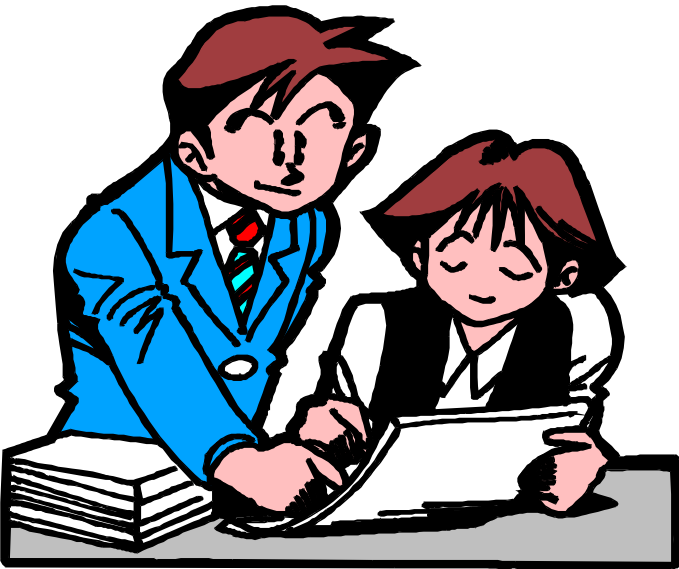
# *GSA Schedule Contract Overview*



# What is a GSA Schedule Contract?

Pre-negotiated contracts where prices; contract terms; and, conditions have been agreed to in advance and are considered “*fair and reasonable*” by the government;

Agreements between the federal Government and eligible vendors who agree to honor negotiated prices, terms and conditions **IF and WHEN an agency places an order.**





# Why Obtain a “GSA Number”

- Preferred source
- Pre-qualifies and pre-approves vendors to sell to federal buyers
- Agencies feel more comfortable doing business with pre-approved vendors



## **Overview of GSA Schedules Program**

- GSA provides commercial products and services to Federal, State and Local Governments through a discount program called the GSA Multiple Award Schedules 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.



## **Features of GSA Schedule Contract:**

- Indefinite-Delivery, Indefinite-Quantity (IDIQ) contracts;
- Appropriate only for off-the-shelf” type commercial items;
- 5 year basic with 3 five-year option periods;
- Open Solicitation
- Contract issued to vendors who meet eligibility requirements and offer fair market pricing.
- Process takes approximately 3-6 months



## **Economic Price Adjustments (EPA)**

Prices must be held for twelve months from date of award;

Thereafter, adjustable 3 times each 12 months per contract up to max of 10%;

We always encourage lower prices; prices can always be lowered during adjustable period.



## Buyer Benefits:

- Streamlined procurement process: Contracting vehicle allows contracting officers to buy goods and services quickly without going through the traditional solicitation process;
- Contracting / Procurement officials can buy from your company without going to open solicitation; Purchase directly from seller
- Pre-Negotiated Terms and Conditions makes purchasing easier for the Buyers
- GSA MAS responds to FAR and GSAM Regulations and Policy Requirements
- Agencies save tax dollars
- Preferred method of buying for most federal & state agencies.



## *Who Are your Potential Customers?*

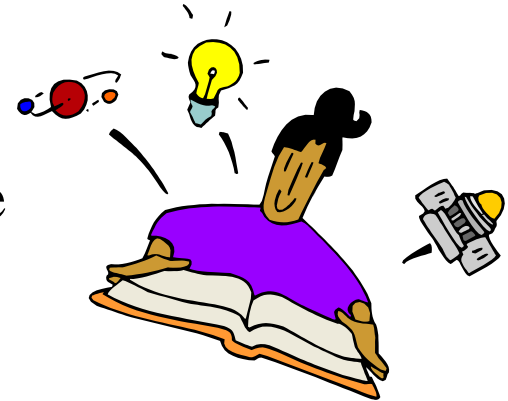
- Executive & Other Federal Agencies
- Mixed-Ownership Government Corporation (FDIC, Federal Home Loan Banks, etc.)
- The District of Columbia
- Cost Reimbursable Government Contractors authorized in writing by a Federal agency (48 CFR 51.1)
- State and Local Government for Information Technology ONLY (Cooperative Purchasing)



## *Finding Your Schedule Number*

[www.gsaelibrary.gsa.gov](http://www.gsaelibrary.gsa.gov)

- Contains basic ordering guidelines
- Complete schedules listing
- Contractor listings: Find companies on schedule



## Welcome to Schedules e-Library

Schedules e-Library is your source for the latest GSA and VA schedules and GWAC contract award information. Schedules e-Library is updated daily to provide you with the latest award information!

### Search

 in  

enter **Keywords, Contract Number, Contractor/Manufacturer Name, Schedule/SIN/GWAC Number**

▶ [View an Alphabetical Listing of available Contractors \(a-z\)](#)

### CATEGORY GUIDE

- ▶ **NEW Spring Supplies & Services**
- ▶ Furniture & Furnishings
- ▶ Hospitality, Cleaning, & Chemicals
- ▶ Laboratory, Scientific, & Medical
- ▶ Office Solutions
- ▶ Building & Industrial
- ▶ Homeland Security
- ▶ IT Solutions & Electronics
- ▶ Law Enforcement, Fire, & Security
- ▶ Recreation & Apparel

### QUICK SCHEDULE

Go to

### COOPERATIVE PURCHASING

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



- ▶ [View authorized vendors](#)
- ▶ [Cooperative Purchase FAQ](#)

### GOVERNMENTWIDE ACQUISITION CONTRACTS (GWAC)

GWAC Total Solutions saves you time and money...

- ▶ [View all GWACs](#)

Schedule Details

For general questions, contact:  
**National Furniture Center**  
 Phone: 703-605-9200  
 Email: [express.desk@gsa.gov](mailto:express.desk@gsa.gov)



8 SPORTS, PROMOTIONAL, OUTDOOR, RECREATION, TROPHIES AND SIGNS (SPORTS)

SG 78, Sports and More

Category Description

**92 02 Sporting Goods Equipment and Supplies** includes, but is not limited to, protective sports equipment, protective wear, baseball equipment, baseball supplies, basketball equipment, basketball supplies, billiards equipment, billiards supplies, boxing equipment, boxing supplies, wrestling equipment, wrestling supplies, martial arts equipment, martial arts supplies, football equipment, football supplies, golf equipment, golf supplies, gymnastic equipment, handball equipment, handball supplies, racquet-ball equipment, racquetball supplies, hockey equipment, skiing equipment, soccer equipment, soccer supplies, tennis equipment, tennis supplies, track and field equipment, track and field supplies, volleyball equipment, volleyball supplies, scoreboards, shuffleboard equipment, shuffleboard supplies, nets, sport nets, cheerleader equipment, cheerleader supplies, lacrosse equipment, lacrosse supplies, bowling equipment, bowling supplies, sports bags, miniature golf design, miniature golf equipment, archery supplies, archery equipment, sport pumps, sport inflators, air pumps, golf course designs  
 ?Includes related services and/or installation?

BROWSE >> A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

- 50 of 60 contractors

Display: **All Socio-Economic Indicators**  
 Small Business  
 Woman Owned Business

Download all contractors for this Category (Excel)

Hold the 'Ctrl' key to select all that apply

Contractor		Contract #	Phone	(Sort by) City, State	Socio-Economic	Contract Terms & Conditions	View Cat
RADOLPH KIEFER & ASSOCIATES, INC.		GS-07F-9682S	(800)323-4071	ZION ,IL	s/w		
ANTIBODY INC		GS-07F-0378M	(410)581-0900	FAYETTEVILLE ,GA	s		
ATLANTIC DIVING SUPPLY, INC.		GS-07F-6072P	(757)965-4973	VIRGINIA BEACH ,VA	s		
AUTOMATED BATTING CAGES		GS-07F-5572P	(503)390-5714	SALEM ,OR	s		
MARKER ADVERTISING SPECIALTY CO.		GS-07F-9867H	(203)272-2222	CHESHIRE ,CT	s		
BOTTOM LINE MILITARY SALES, LLC		GS-07F-9624S	(864)882-9216	SENECA ,SC	s/dv		
C.L. BAILEY COMPANY, THE		GS-07F-5639R	(479)725-2515	MARIONVILLE ,MO	s		
CANNON SPORTS, INC.		GS-07F-5864P	(800)223-0064	BURBANK ,CA	s		
CONNOR SPORT COURT INTERNATIONAL		GS-07F-5512R	(801)972-0260	SALT LAKE CITY ,UT	s		
CROWN GYM MATS, INC.		GS-07F-9392G	(847)381-8282	BARRINGTON ,IL	s/w		



# *Schedules Sales Query (SSQ)*

<http://ssq.gsa.gov>

- \*Creates Sales Reports by:
  - Schedule & SIN Numbers
  - Quarter and Fiscal Years
  - Your Competitors

Total 11 Reports





## Participation Criteria

- Sales
  - \$25,000 in sales per year (or show potential)
- Registration / Certification
  - Central Contract Registration: [www.ccr.gov](http://www.ccr.gov)
  - Duns & Bradstreet: [www.dnb.com](http://www.dnb.com) 866-472-7362
  - Online Representations and Certifications: [www.bpn.gov](http://www.bpn.gov)
- Experience / Performance History
  - Open Ratings (<http://www.openratings.com>)
- Accept Credit Card as payment



# Getting Started



The solicitation is at three locations

- [www.gsa.gov/schedulesolicitations](http://www.gsa.gov/schedulesolicitations)
- [www.gsa.gov/elibrary](http://www.gsa.gov/elibrary)
- [www.fbo.gov](http://www.fbo.gov): You also can find open market awards over \$25,000

Buyers: [Login](#) | [Register](#) Vendors: [Login](#) | [Register](#) [Accessibility](#)



# J--Facilities Maintenance and Management

Solicitation Number: 6FEC-E6-030292-B  
Agency: General Services Administration  
Office: Federal Acquisition Service (FAS)  
Location: Center for Facilities Maintenance and Hardware (CFMH)(6QSA)

Notice Details

Packages

Interested Vendors List

Print Link

## Complete View

[Return To Opportunities List](#)

### Original Synopsis

Combined  
Synopsis/Solicitation  
Mar 31, 2010  
3:17 pm

Solicitation Number: 6FEC-E6-030292-B  
Notice Type: Award

### Changed

Mar 31, 2010  
3:17 pm  
Solicitation

Contract Award Date:  
July 8, 2010

### Award

Apr 07, 2010  
1:46 pm

Contract Award Number:  
GS-21F-0188W

### Award

Apr 20, 2010  
2:43 pm

Contract Award Dollar Amount:  
\$5,000,000

### Award

Apr 29, 2010  
9:13 am

Contract Line Item Number:  
811-005

### Award

May 06, 2010  
11:38 am

Contractor Awarded Name:  
Reva, Inc.

Contractor Awarded Address:  
211 Warren Street

## ALL FILES

### Solicitation 1

Mar 31, 2010

- [01 - Read Me First](#)
- [02 - Solicitation](#)
- [03 - Vendor Response...](#)
- [04 - SF1449](#)
- [05 - Regulations Inc...](#)
- [06 - Past Performanc...](#)
- [07 - Small Business...](#)
- [08 - Proposal Price...](#)
- [09 - Commercial Sale...](#)
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- [12 - Agent Authoriza...](#)
- [13 - SCA Wage Index](#)
- [14 - SIN 003-97 Anci...](#)
- [15 - SINs 561-001 an...](#)
- [All Files](#)

## GENERAL INFORMATION

Unknown Zone (Mixed)

100%



# Parts of the Solicitation

# Parts of the Solicitation

(some parts may vary depending on the product or service)

- Read me first
- Solicitation
- Vendor Response Document
- SF1449
- Regulations Incorporated by Reference
- Past Performance
- Small Business Sub Contracting Plan
- Proposal Price List Preparation
- Commercial Sales Practice Format CSP-1
- Sample Labor Category Matrix
- Letter of Supply Template



# Read Me First

- “To All Prospective Offerors”
- Overview of Program
- Decision Process
- What to do next

## TO ALL PROSPECTIVE OFFERORS

We appreciate your interest in the Multiple Award Schedules (MAS) Program. Under the MAS Program, the General Services Administration (GSA) establishes long-term Governmentwide contracts with commercial firms to provide Government agencies with access to a wide variety of commercial supplies (products) and services. This letter provides pertinent background information on the MAS Program. We hope you will consider this information in deciding whether to submit an offer for an MAS contract. Please read this letter in its entirety to learn about the benefits and responsibilities associated with being an MAS contract holder. We believe you will then be better able to determine whether obtaining an MAS contract is the right business decision for your firm.

The MAS Program is designed to enable Government agencies to purchase commercial supplies and services quickly, efficiently, and at fair and reasonable prices. It enables Government agencies to comply with all Federal Acquisition Regulation (FAR) requirements when "easy-to-use" MAS ordering procedures are followed. The commercial supplies and services awarded under MAS contracts are divided into distinct Schedules. In total, there are over 18,000 MAS contracts in place, covering over 11 million items.

Becoming a successful MAS contractor requires that your company take a few key steps. The first step to success under the MAS Program is to perform due diligence and understand your commitments and obligations as an MAS contractor. Companies that have prepared well, understand their commitments and obligations, and have plans to meet those commitments and obligations have thrived under the MAS Program.

The next step is to select the Schedule that best aligns to the supplies and/or services your company wants to offer. This action can be accomplished by accessing [Schedules e-Library](#) at [www.gsa.gov/elibrary](http://www.gsa.gov/elibrary). From the Schedules e-Library website, click on the "Federal Supply Schedule Listing" tab at the top of the page to view the complete list of Schedules. By clicking on

# Solicitation Cover Page

## Solicitation Document

Title : **General Purpose Commercial Information  
Technology Equipment, Software and Svcs.**

Solicitation Number : **FCIS-JB-980001-B**

Refresh Number : **24**

# Vendor Response Document

- Offeror information
- Authorized Negotiators

VENDOR RESPONSE DOCUMENT

Solicitation FCIS-JB-980001-B Refresh 24

Instructions for submitting an electronic proposal (preferred):

The offeror may use <http://eoffer.gsa.gov> to submit their offer/proposal electronically. The electronic submission provides a complete proposal package validating data and attachments. **GSA provides free digital certificates** to promote the use of the eOffer electronic proposal website. Once a contract has been awarded, the offeror may use eMod to submit contract modifications as needed.

Instructions for submitting a paper proposal:

- The offeror must complete and return the SF1449 (signed copy), Vendor Response Document (this document), and the required/optional attachments.
- **It is NOT necessary** to return the solicitation document.
- By signing and submitting the SF1449, the offeror has **read, understands, and agrees** to the contract terms and conditions presented in Part III – Contract Terms and Conditions of the solicitation unless otherwise noted when the offer is submitted.

**A completed paper proposal package must contain:**

1. **Signed SF1449**
2. **Vendor Response Document**
3. **GSA required attachments**
4. **Offeror optional attachments**

**NOTE:** This Document is *ONLY* utilized if the offeror is submitting a paper offer/proposal! All information must be thorough, accurate, and complete or the processing of the proposal may be delayed.

OFFEROR INFORMATION:

Offeror's Name: \_\_\_\_\_

Offeror's DUNS: \_\_\_\_\_ (\_\_\_\_\_) (DUNS+4)

Offeror's Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_


Offeror's Phone #: \_\_\_\_\_

Offeror's Email : \_\_\_\_\_

Offeror's FAX : \_\_\_\_\_

# SF1449

- SF (Standard Form)
- Block 7A and B (Contact)
- Block 9 (Acquisition Office)
- Block 17A (Your Company Info)
- Block 30A and B (Must Print and Sign)

SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS OFFEROR TO COMPLETE BLOCKS 12, 17, 23, 24, & 30				1. REQUISITION NUMBER	PAGE 1 OF	
2. CONTRACT NO.	3. AWARD/EFFECTIVE DATE	4. ORDER NUMBER	5. SOLICITATION NUMBER FCIS-JB-980001-B -- REFRESH #24	6. SOLICITATION ISSUE DATE Orig: 03/28/1998 Ref: 06/18/2009		
7. FOR SOLICITATION INFORMATION CALL: 		a. NAME Tessa Dorsey	b. TELEPHONE NUMBER (No collect calls) 703-605-2791	8. OFFER DUE DATE/ LOCAL TIME NONE		
9. ISSUED BY IT ACQUISITION CENTER 2200 CRYSTAL DR., CP 4 ARLINGTON, VA - 22202.		CODE	10. THIS ACQUISITION IS <input checked="" type="checkbox"/> UNRESTRICTED OR <input type="checkbox"/> SET ASIDE: % FOR: <input type="checkbox"/> SMALL BUSINESS <input type="checkbox"/> EMERGING SMALL BUSINESS NAICS: <input type="checkbox"/> HUBZONE SMALL BUSINESS SIZE STANDARD: <input type="checkbox"/> SERVICE-DISABLED VETERAN-OWNED SMALL BUSINESS <input type="checkbox"/> 8(A) See Solicitation Part-1			
11. DELIVERY FOR FOB DESTINATION UNLESS BLOCK IS MARKED <input type="checkbox"/> SEE SCHEDULE	12. DISCOUNT TERMS		<input type="checkbox"/> 13a. THIS CONTRACT IS A RATED ORDER UNDER DPAS (15 CFR 700)	13b. RATING		
15. DELIVER TO	CODE	16. ADMINISTERED BY		CODE		
Ordering Agency		See block 9.				
17a. CONTRACTOR/OFFEROR	CODE	FACILITY CODE	18a. PAYMENT WILL BE MADE BY			
TELEPHONE NO.		Ordering Agency				
<input type="checkbox"/> 17b. CHECK IF REMITTANCE IS DIFFERENT AND PUT SUCH ADDRESS IN OFFER		<input type="checkbox"/> 18b. SUBMIT INVOICES TO ADDRESS SHOWN IN BLOCK 18a UNLESS BLOCK BELOW IS CHECKED <input type="checkbox"/> SEE ADDENDUM				
19. ITEM NO.	20. SCHEDULE OF SUPPLIES/SERVICES		21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT

# Regulations Incorporated by Reference

- Definitions
- Clauses referenced in the solicitation

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ITEM ACQUISITION (FEB 2007)

### REGULATIONS INCORPORATED BY REFERENCE

#### 52.202-1

#### 52.202-1 DEFINITIONS (JUL 2004)

(a) When a solicitation provision or contract clause uses a word or term that is defined in the Federal Acquisition Regulation (FAR), the word or term has the same meaning as the definition in FAR 2.101 in effect at the time the solicitation was issued, unless—

- (1) The solicitation, or amended solicitation, provides a different definition;
- (2) The contracting parties agree to a different definition;
- (3) The part, subpart, or section of the FAR where the provision or clause is prescribed provides a different meaning; or
- (4) The word or term is defined in FAR Part 31, for use in the cost principles and procedures.

(b) The FAR Index is a guide to words and terms the FAR defines and shows where each definition is located. The FAR Index is available via the Internet at <http://www.acqnet.gov> at the end of the FAR, after the FAR Appendix.

# Past Performance Evaluation

- Required as part of your offer submission
- Specify between 6-20 references
- Notify References
- Emailed on-line survey
- 35 day process
- Valid for 6 mo.
- \$185.00 plus tax for two orders (\$25.00 each additional)

## **Past Performance Evaluation**

**A DUN AND BRADSTREET PAST PERFORMANCE EVALUATION IS REQUIRED AND CAN BE ORDERED AT: [www.ppereports.com](http://www.ppereports.com)**

**The following information is required in order to process your evaluation. The evaluation report must be ordered prior to submitting an offer:**

### **COMPANY:**

Duns Number  
Company Name  
Company Street Address  
City, State, Zip code  
Main Telephone Number

### **COMPANY POINT OF CONTACT:**

Contact Name  
Email Address

### **CUSTOMER REFERENCES:**

Company Name  
Contact- First and Last Name  
Phone Number  
Email Address

A minimum of 4 customer references is required. Open Ratings recommends that 15 customer references are given, but you may provide up to 20.

A "customer reference" is defined as a person or company that has purchased products or services from your company. Vendor references are not accepted.

### **RECIPIENT INFORMATION:**

First and Last Name  
Email Address  
Physical Address (IF EMAIL ADDRESS IS NOT AVAILABLE)

# Subcontracting Plan

- Not Applicable to Small Business
- Business Size is determined by the NAICS (North American Industrial Code System)  
[www.census.gov/NAICS](http://www.census.gov/NAICS)
- Large and Revenue over \$550,000 – Required
- Auditing and Reporting Requirements
- For more information, Contact Janice Keys on 202-501-0838



# Commercial Sales Practice

## CSP-1 COMMERCIAL SALES PRACTICES FORMAT

Name of Offeror \_\_\_\_\_

SIN(s) \_\_\_\_\_

Note: Please refer to clause 552.212-70, PREPARATION OF OFFER (MULTIPLE AWARD SCHEDULE), for additional information concerning your offer. Provide the following information for each SIN (or group of SINs or SubSIN for which information is the same).

(1) Provide the dollar value of sales to the general public at or based on an established catalog or market price during the previous 12-month period or the Offerors last fiscal year: \$\_\_\_\_\_. State beginning and ending of the 12 month period. Beginning \_\_\_\_\_ Ending \_\_\_\_\_ In the event that a dollar value is not an appropriate measure of the sales, provide and describe your own measure of the sales of the item(s).

(2) Show your total projected annual sales to the Government under this contract for the contract term, excluding options, for each SIN offered. If you currently hold a Federal Supply Schedule contract for the SIN the total projected annual sales should be based on your most recent 12 months of sales under that contract.

SIN _____	\$ _____;
SIN _____	\$ _____;
SIN _____	\$ _____;

(3) Based on your written discounting policies (standard commercial sales practices in the event you do not have written discounting policies), are the discounts and any concessions which you offer the Government equal to or better than your best price (discount and concessions in any combination) offered to any customer acquiring the same items regardless of quantity or terms and conditions? YES \_\_\_\_\_ NO \_\_\_\_\_. (See definition of "concession" and "discount" in 552.212-70.)

(4) (a) Based on your written discounting policies (standard commercial sales practices in the event you do not have written discounting policies), provide information as requested for each SIN (or group of SINs for which the information is the same) in accordance with the instructions at Figure 515.4-2, which is provided in this solicitation for your convenience. The information should be provided in the chart below or in an equivalent format developed by the Offeror. Rows should be added to accommodate as many customers as required.

Column 1— Customer	Column 2— Discount	Column 3— Quantity/Volume	Column 4— FOB Term	Column 5— Concessions
See Document 8	See Document 8	See Document 8	See Document 8	See Document 8

- 552.212-70, PREPARATION OF OFFER (MULTIPLE AWARD SCHEDULE)
- Last 12-month period of sales
- Projected annual sales by line item
- MFC (Most Favored Customer) equal to or better
- Customer Discount Disclosure
- Dealers/Reseller- MFG Pricing and Approval
- **Column 1—Identify the applicable customer or category of customer**
- **Column 2—Identify the discount**
- **Column 3—Identify the quantity or volume of sales**
- **Column 4—Indicate the FOB delivery term for each identified customer**
- **Column 5—Indicate concessions regardless of quantity granted to the identified customer or category of customer**

# Sample Labor Categories

- Comparison with labor rates being offered to the government
- Show your best contracts
- Blending of rates is not allowed
- Show your subcontractor rates, not the prime rates

INFORMATION TECHNOLOGY SERVICES (SAMPLE ONLY)								
Commercial Labor Category	Minimum/ General Experience and Years of Experience	Functional Responsibility	Educational Requirements	DOD Contract #D12345 Sub or Prime T&M or FFP? Period of Contract:	USAF Contract # E12345 Sub or Prime T&M or FFP? Period of Contract:	Boeing Contract # F2345 Sub or Prime T&M or FFP? Period of Contract:	Commercial Rate ** Show Effective Date of Pricelist	Proposed GSA Schedule Rate without IFF
Program Manager	10 Years Experience  Or state "Same as GSA pricelist" if in fact it is the same.	State what the individual's function was/is (not duties) on the contract(s) shown or state "Same as GSA pricelist" if in fact it is the same.	Bachelor's Degree* in Computer Science, Engineering, or Information Technology Or state "Same as GSA pricelist" if in fact it is the same.					
System Engineer	5 Years Experience  Or state "Same as GSA pricelist" if in fact it is the same.	State what the individual's function was/is (not duties) on the contract(s) shown or state "Same as GSA pricelist" if in fact it is the same.						

## BEST RATE (LOWEST PRICE ) PRICE AND SKILL / EXPERIENCE MATRIX

1. Provide as many of your best (lowest priced) contracts, as necessary, for comparison with labor rates being offered to the government. Rates offered to the government should not be higher than your BEST (LOWEST) RATES under any contract shown. Also, if any of your government contracts carry a security clearance, GSA should be offered that same security clearance. USE AS MANY COLUMNS AS YOU NEED TO SHOW YOUR BEST CONTRACTS.
2. If any of these contracts are based on dollar volume, please indicate the dollar, volume (On a Separate Sheet) and the rates the volumes are based on.
3. Blending of rates is not allowed. Provide the lowest hourly rates at which any labor category has been sold. Insert the name and contract number of the Government/ Commercial contract. Please note whether you are a subcontractor or prime. If you are a subcontractor, make sure you show your subcontractor rates, not the prime rates.
  - Make sure you state what the degree is in (computer science, engineering, liberal arts and whether it is a Bachelors or Associates. In Addition, if there are any labor categories that the minimum educational level is a certificate in a specific area, please state the area of certification.
  - Insert your commercial rate and provide a copy of your commercial catalog or pricelist. An effective date should be printed on the catalog or pricelist. If you don't have or publish a printed commercial pricelist make a statement to that affect and provide the page(s) from the contracts (commercial or government) established above that reflect each labor category and the agreed to rate(s).

# Letter of Supply Template

*GSA Product Supply Letter*  
(Letter must be on company Letterhead and signed by a corporate officer)

- Agreement from MFG (manufacturer) to provide supplies/products for the GSA Contract
- Disclose Discount Agreements
- Disclose pricing agreements
- Disclose contractual agreements

*Date*

[Name]  
[Company Name]  
[Company Address]  
[Company Address Line 2]  
[City State Zip]

Re: Letter of Supply for FCS Group 70  
Solicitation #FCIS-JB-980001B

LETTER OF SUPPLY

*(Manufacturer's or Other "Uninterrupted Supplier's" Name)* agrees that it will supply *[Offeror's Name]*, Inc. with sufficient quantities of the offered product(s) to meet the Government's needs for the duration of the contract period and any extensions thereof.

COMMERCIAL PRODUCT CERTIFICATION

*(Manufacturer's or Other "Uninterrupted Supplier's" Name)* certifies that all products proposed for inclusion on the Contract or any subsequent contract modification are newly manufactured products, that are of a type customarily used by the general public or by non-governmental entities for purposes other than governmental purposes, and are sold, leased, or licensed in the course of normal business operations to the general public.

DISCOUNT TO RESELLER

The discount being offered to *[Offeror's Name]* is \_\_\_\_\_. *[Offeror's Name]* is classified as a *(insert dealer/distributor type)* pursuant to *(insert name and date of any agreement between the supplier and reseller)*.

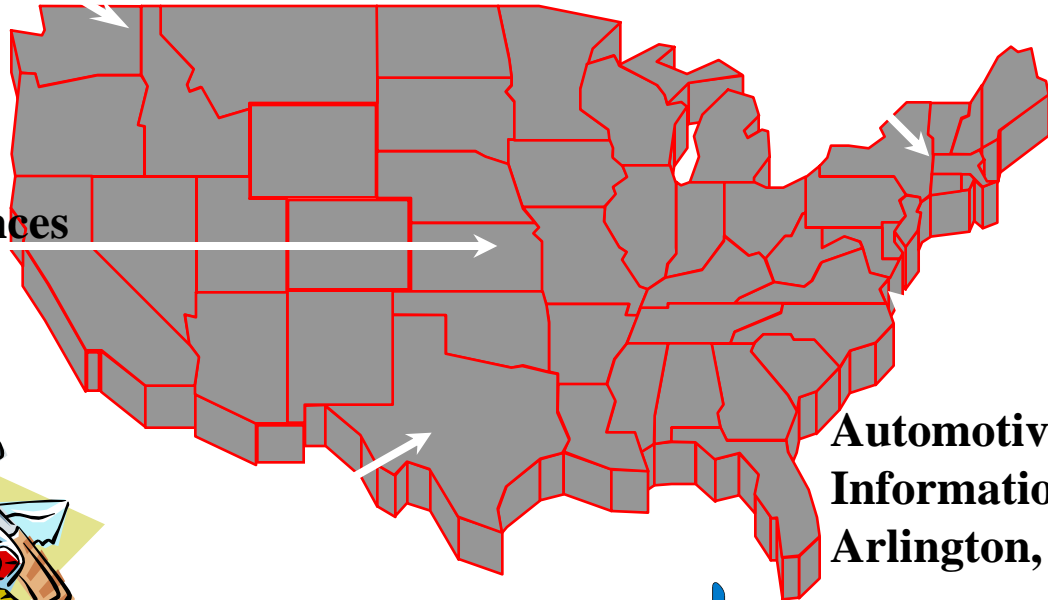


# Acquisition Centers

**Management Services, Auburn, WA**



**Office Supplies & Paper Products – New York, NY**



**Hardware and Appliances  
Kansas City, MO**



**Automotive, Furniture,  
Information Technology -  
Arlington, VA**

**General Products – Ft. Worth, TX**





What if you need help?

Procurement Technical Assistance Centers

[www.dla.mil/db/procurem.htm](http://www.dla.mil/db/procurem.htm) (listed  
by State) OR -

[www.aptac-us.org](http://www.aptac-us.org)

**FREE COUNSELING**



## *More Strategies. . .*

- Start in your own “backyard”
- Review Agency Forecasts
- Explore Subcontracting / Teaming opportunities
- Is the GSA Schedule a business fit?
- Are you eligible for any of SBA’s certification programs?
- Know the points of entry
- Attend small business / matchmaking events
- Make sure your business card is “file-able”
- Follow-Up
- Know your bottom line price.



*Other Important Stuff to Know. . .*

## Alternative Fuel Vehicles

### Vehicle Buying

(703) 605-CARS

Fax (703) 605-9868

# The Green Initiative

## Green Power

Mark Ewing

(202) 708-9296

Jerard Butler

(202) 401-0855

## Waste Reduction and Recycling

### Energy Conservation Branch - NCR

(202) 708-9010

Edward Crandell

(202) 708-6777

## Green Purchasing

### FAS Assisted Acquisition Services

- NCR

(202) 708-8100

### NCR Safety, Environmental and Fire Protection (NCR PBS)

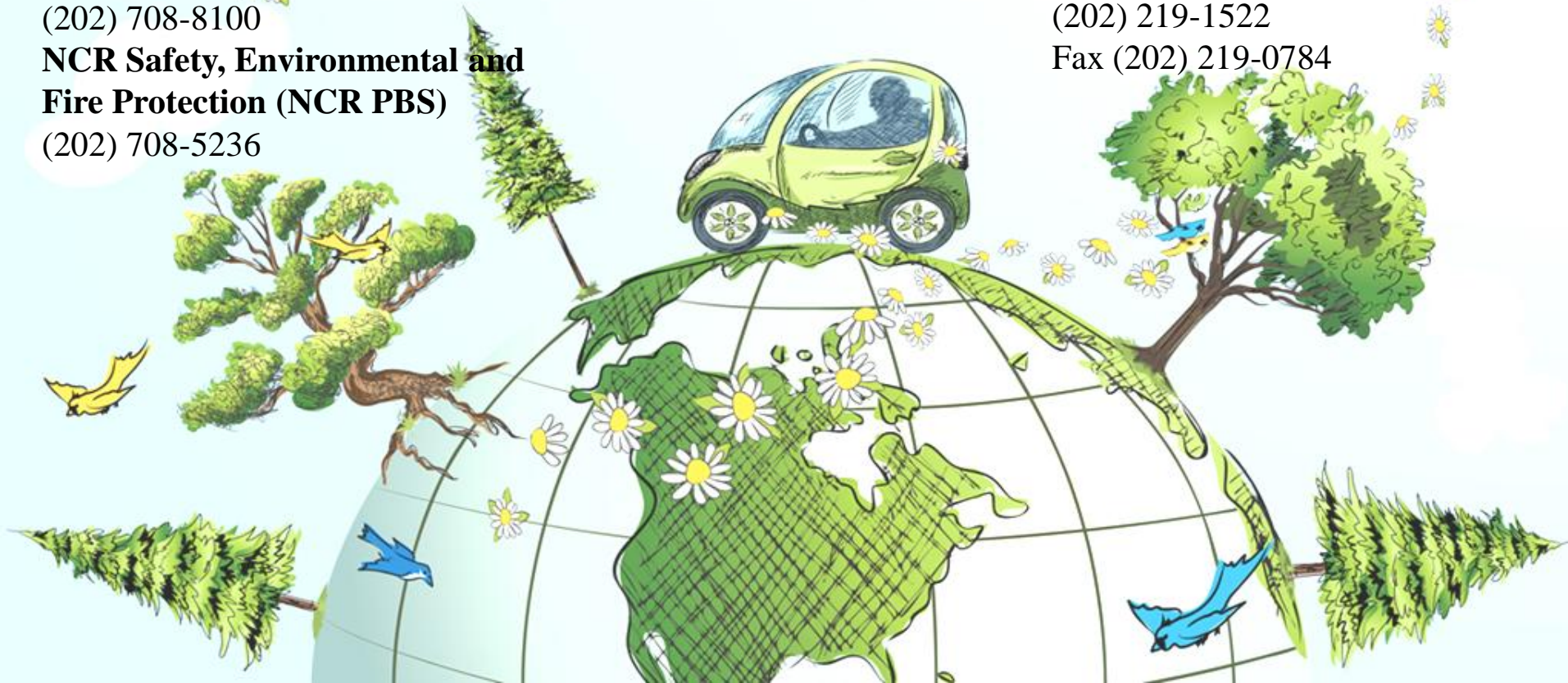
(202) 708-5236

## Environmental Program

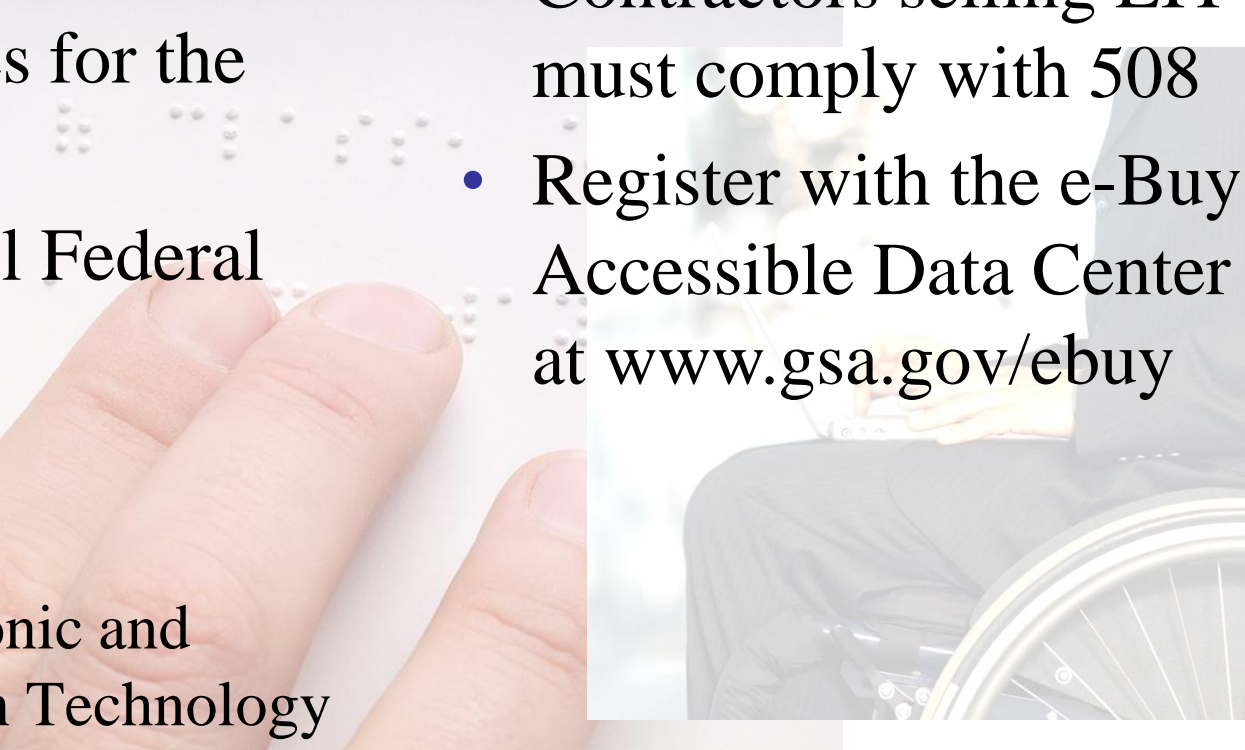
### Office of Applied Science

(202) 219-1522

Fax (202) 219-0784



# www.section508.gov

- Eliminates barriers
  - Opportunities for the disabled
  - Applies to all Federal agencies
    - Procure
    - Maintain
    - Use Electronic and Information Technology (EIT)
  - Contractors selling EIT must comply with 508
  - Register with the e-Buy Accessible Data Center at [www.gsa.gov/ebuy](http://www.gsa.gov/ebuy)
- 
- A composite image featuring a hand touching Braille on the left and a person in a wheelchair using a laptop on the right, symbolizing accessibility and technology.

**Consider ALL current and potential customers!**



Lost your Password ?

Getting on Advantage!

Reporting Sales

Contract Administration

Business Opportunities

Publications



Contact Information

Hours : 7:30am - 5:30pm EST
Phone : (703) 605-9992
Toll Free : (877) 495-4849
Fax : (703) 605-9886
Email : vendor.support@gsa.gov

Mailing Address

Vendor Support Center
2100 Crystal Drive
Crystal Plaza 3, Suite 906
Arlington, VA 22202

New MAS VENDOR ?

- Upload GSA Price List
Demo on Reporting Sales
VSC General FAQs
The Steps to Success - How to be a Successful Contractor

MAS Mod Central Intake Desk (CID) Read me first...Click Here

- Click Here for Locations to Submit Paper Modification Request
Click Here for Instructions to submit Electronic Modification Request
Link to eMod

Attention MAS vendors!

- Contractors invoicing and receiving payments from GSA can click HERE for support information and vendor code requests.
On June 24, 2010 a mandatory mass modification will baseline all FSS contracts to include the most recent standard contract clauses, capture exceptions, and incorporate E-Verify into all FSS contracts. Click HERE for more info.
There are new instructions for submitting product photos for GSA Advantage. Click "Getting on Advantage" > " New photo submission instructions" for details.
GSA is modernizing the symbols used to identify sustainable products. Click HERE for more info.

# Website Shortcuts

<b>GSA.gov</b>	<b>SHORTCUTS</b>
Office of Small Business Utilization	<a href="http://www.gsa.gov/smallbusiness">www.gsa.gov/smallbusiness</a> <a href="http://www.gsa.gov/sbu">www.gsa.gov/sbu</a>
Contacts for Small Business Support	<a href="http://www.gsa.gov/smallbizsupport">www.gsa.gov/smallbizsupport</a>
Doing Business with GSA publication	<a href="http://www.gsa.gov/smallbizguide">www.gsa.gov/smallbizguide</a>
GSA Forecast of Contracting Opportunities	<a href="http://www.gsa.gov/smbusforecast">www.gsa.gov/smbusforecast</a>
GSA Subcontracting Directory	<a href="http://www.gsa.gov/subdirectory">www.gsa.gov/subdirectory</a>
Small Business Events	<a href="http://www.gsa.gov/events">www.gsa.gov/events</a>
Service-disabled Veteran-owned Small Business Initiative	<a href="http://www.gsa.gov/service-disabled">www.gsa.gov/service-disabled</a> <a href="http://www.gsa.gov/sdvosb">www.gsa.gov/sdvosb</a> <a href="http://www.gsa.gov/21gunsalute">www.gsa.gov/21gunsalute</a>
Mentor-Protégé Program	<a href="http://www.gsa.gov/mentorprotege">www.gsa.gov/mentorprotege</a>
Recovery Act Opportunities for Small Business	<a href="http://www.gsa.gov/smallbusinessrecovery">www.gsa.gov/smallbusinessrecovery</a>



*That's all folks. . .*  
*It's been a pleasure serving you!*



*Questions?*



## **Regional Office of Small Business Utilization (ROSBU)**

GSA, Southeast Sunbelt Region 4  
401 W. Peachtree Street, Suite 2700  
Atlanta, GA 30303

Office: 404.331.5103 / [r4smallbiz@gsa.gov](mailto:r4smallbiz@gsa.gov)