

Capacity Consultants

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GSA Schedules Program: Navigating the MAS

Tuesday, April 24, 2012



Position | Win | Manage

Agenda

	Topic
1.	Welcome & Overview
2.	Attendance Introduction
3.	GSA Schedules Program: Understanding the Basics
4.	GSA Schedules Program: Preparing a Quality Offer (Part I)
5.	Q&A Session Break
6.	GSA Schedules Program: Preparing a Quality Offer (Part II)
7.	Managing Your GSA Schedule
8.	Q&A



GSA Schedules Program Basics

GSA Schedules Program | Understanding the Basics

GSA establishes long-term (up to 20 years or four (4) 5-year terms) government-wide contract with commercial firms to provide access for their goods and services to government agencies.



Government agencies can contract directly with pre-approved vendors for commercial products/services, pricing, terms and conditions.

Schedules also enable compliance with federal procurement regulations as well as environmental and socioeconomic requirements, providing a simplified process to obtain commercial supplies and services.



GSA Schedules Program | Benefits

Government

1. Realized Savings
2. Flexibility & Choice
3. Time Savings
4. Perceived Transparency
5. Procurement Control

Your Organization



Contract Holder

1. Shorter Procurement Times
2. Micro-Purchase
3. Less Vendor Competition
4. Pre-negotiated Contract
5. BPA's for Repetitive Requests

GSA Schedules Program | Benefits

FY 2011 Top Performing GSA Schedules	\$\$
IT Schedule (70)	\$15.7B
MOBIS (874)	\$5.1B
PES (871)	\$2.8B
Law Enforcement (84)	\$2.5B
Furniture (71)	\$1.6B
FABS (520)	\$1.3B
Logworld (874V)	\$1.15B

*33 Schedules currently

GAO: Service contracts have increased by 79% over the last 10 years

FEDERAL TIMES
SPECIAL REPORT: TOP 250 GSA VENDORS

Rank	Company	Contract award (\$ million)	Rank	Company	Contract award (\$ million)
1	Booz Allen Hamilton	1,215.0	126	SAIC	10.0
2	Booz & Allen	1,150.0	127	SAIC	10.0
3	Booz & Allen	1,150.0	128	SAIC	10.0
4	Booz & Allen	1,150.0	129	SAIC	10.0
5	Booz & Allen	1,150.0	130	SAIC	10.0



GSA Schedules Program | Who Can Buy Off Schedule

- All Federal Government Executive Departments and their agencies
- Mixed-ownership Government corporations
- Wholly owned Government Corporations
- Independent establishments in the Executive Branch
- Other Federal agencies
- Certain charitable institutions
- The District of Columbia
- The Senate and House of Representatives
- All Department of Defense agencies
- State and Local Governments Can Buy off IT Schedule 70





eLibrary

GSA Schedule Resources

BPA

eLibrary

GSA Schedule Resources

OTA

GSA Schedule
Contract

Advantage
Buy

BPA

eLibrary

GSA Schedule Resources

GSA Schedule
Contract

Advantage
eProcurement

BPA

eLibrary

GSA Schedule Resources

GSA Schedule
Contract

Advantage
eProcurement

BPA

eLibrary

GSA Schedule Resources

GSA Schedule
Contract

Advantage
eProcurement

BPA



GSA Schedules Proposal Offer (Part I)

Responsiveness
Responsibility
Reasonable

GSA Schedules Program | Quality Offer - Technical

Solicitation on FBO

GSA Schedules Program | **Quality Offer - Technical**

Current CCR/ORCA Digital Certificate

GSA Schedules Program | Quality Offer - Technical

Financial Stability

Training – Keys to Success

GSA Schedules Program | **Quality Offer - Technical**

10 Client References

GSA Schedules Program | Quality Offer - Technical

Firm Capability

GSA Schedules Program | Quality Offer - Technical

3 *Past Performance Sittings*

GSA Schedules Program | Quality Offer - Technical

Marketing Your Schedule



GSA Schedules Proposal Offer (Part II)

GSA Schedules Program | **Quality Offer - Pricing**

Most Favored Customer

GSA Schedules Program | Quality Offer - Pricing

Sales Practices

GSA Schedules Program | **Quality Offer - Pricing**

Commercial Pricelist

Proposed Pricing

Sales Reporting IFF (Industrial Funding Fee)

GSA Schedules Program | Post Submission Process



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Marketing Your GSA
Schedule Contract

GSA Schedules Program | Marketing Tactics

- ✓ Create a GSA marketing campaign (press release/social media)
- ✓ Update your website, internal/external collateral, training manuals
- ✓ Distribute your GSA Schedule Pricelist (internal/external customers)
- ✓ Develop a strategy that includes EOY agency spending
- ✓ Network at GSA sponsored events
- ✓ Respond to eBuy requests
- ✓ Utilize CTA's & BPA's
- ✓ Join professional associations
- ✓ **Understand & know your buying audience**



GSA Schedules Program | Management & Compliance

- Create a culture for compliance
- Responsibility & Accountability
- IFF and Sales Reporting
 - Infrastructure for both reporting and tracking
 - Implement GSA Schedules sales training
 - >\$25K in first 24 months & \$25k thereafter
- Price Reduction Clause
- Basis of Award customer



GSA Schedules Program | Management & Compliance

- Service Contract Act (SCA)
- Trades Agreement
- Executive Compensation
- Scope Compliance
- Open Market Items
- Contractor Assist Visit
- Post/Pre Award Audits



GSA Schedules Program | **The Future**

TRENDS:

- + **Increased** Strategic Government Buys
- + **Increased** Small business size standards
- + **Increased** Competition Amongst Contractors
- + **Increased** Audits
- + **Increased** Rigor with Schedule negotiations
- **Reduction** in Government Spending
- **Reduction** in Services spending by 15%
- + **Increased** Whistleblowers & Protests



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Q&A



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