Steps To Getting A GSA Schedule

Paul Middlebrooks
Counseling
Training
Conferences
Bid Opportunity Searches
Referrals
Contract Solicitation Review
Acquisition Regulations
Marketing Strategy
What To Expect Today

1. Understand What Is A GSA Schedule

2. Why GSA….Determine If Your Company Needs To Be On A Schedule

3. Determine Which Schedule To Submit
What To Expect Today

4. Understand Key Contract Decisions

5. How To Submit The Proposal
Background and History

GSA was established by President Harry Truman on July 1, 1949, to streamline the administrative work of the federal government.
GSA Original Mission:

- Dispose of War Surplus Goods,
- Manage and Store Government Records,
- Handle Emergency Preparedness, and
- Stockpile Strategic Supplies for Wartime.
GSA is Responsible For:

- FedBizOpps Website Operations
- SAM.gov Website Operations
- Federal Acquisition Regulations
  - (FAR) is jointly issued and maintained by GSA, DOD, and NASA.
GSA Sets Policy:
Office of Government-wide Policy

✓ Real Estate,
✓ Travel,
✓ Transportation,
✓ Information Technology
Benefits To The Government

It Streamlines the Procurement Process:

- Allows Contracting Officers to Buy Goods and Services Quickly.
- Contracting Officials Can Buy From Your Company Without Going to Open Solicitation or Traditional Solicitation Process.
- Overall, the Pre-Negotiated Terms and Conditions makes purchasing easier for the Buyers.
Should You Submit A GSA Schedule
Should You Submit A GSA Schedule

- Does Your Firm Sell Commercial Items
- Has Your Firm Been In Business 2 Years
- Are Your Sales At Least $100,000
- Do You Have At Least 6 Customers Who You Have Sold To
- Can You Wait…. The Process can take anywhere from 4-6 months, to 1 year.
Should You Submit A GSA Schedule

- Are Your Competitors on the GSA Schedule (http://www.gsaadvantage.gov)

- Pricing Issues – Your Pricing Will Be Disclosed on GSA Advantage

- Have Invoices That Show/Confirm Your Pricing Policies
Should You Submit A GSA Schedule

Schedule Sales Query (SSQ)
Use to Estimate Your Sales Potential
SSQ Provides Sales Reported By GSA Contractors
Use To Research Competitors’ Sales
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

http://ssq.gsa.gov
Should You Submit A GSA Schedule

*Does Your Government Potential Customer Use the GSA Schedule?*
Which Schedule To Submit
Authority – GSA delegated to Veterans Affairs National Acquisition Center the responsibility for the Federal Supply Schedule program for medical care related supplies, equipment, pharmaceuticals and services.
Look For Your Schedule

Go To GSA E-Library

http://www.gsaelibrary.gsa.gov/ElibMain/scheduleList.do
GSA Schedule

- Laboratory, Scientific, & Medical
- Tools, Hardware, & Machinery
- Building & Industrial
- Law Enforcement, Fire, & Security
- Furniture & Furnishings
- Hospitality, Cleaning, & Chemicals
- IT Solutions
- Services
FEDERAL SUPPLY SCHEDULE SERVICE
OVERVIEW OF THE VA SCHEDULES SERVICE

65 I B - Drugs and Pharmaceutical-related Products
65 II A - Medical Equipment and Supplies
65 II C - Dental Equipment and Supplies
65 II F - Patient Mobility Devices
65 V A - X-Ray Film, Equipment and Supplies
65 VII - Diagnostic, Reagents, Test Kits and Sets
66 III -Cost-Per-Test for Clinical Laboratory Analyzers
621 I - Professional and Allied Healthcare Staffing Services
621 II - Medical Laboratory Testing and Analysis Services
OVERVIEW OF THE GSA SCHEDULES

00CORP  THE CONSOLIDATED SCHEDULE
03FAC  FACILITIES MAINTENANCE AND MANAGEMENT
23 V  AUTOMOTIVE SUPERSTORE
36  THE OFFICE, IMAGING AND DOCUMENT SOLUTION
48  TRANSPORTATION, DELIVERY AND RELOCATION SOLUTIONS
51 V  HARDWARE SUPERSTORE
520  FINANCIAL AND BUSINESS SOLUTIONS (FABS)
541  ADVERTISING & INTEGRATED MARKETING SOLUTIONS (AIMS)
56  BUILDINGS AND BUILDING MATERIALS/INDUSTRIAL SERVICES AND SUPPLIES
OVERVIEW OF THE GSA SCHEDULES

58 I  PROFESSIONAL AUDIO/VIDEO TELEMETRY/TRACKING, RECORDING/REPRODUCING, SIGNAL DATA SOLUTIONS

599  TRAVEL SERVICES SOLUTIONS

621 I  PROFESSIONAL AND ALLIED HEALTHCARE STAFFING SERVICES

621 II  MEDICAL LABORATORY TESTING AND ANALYSIS SERVICES

65 I B  PHARMACEUTICALS AND DRUGS

65 II A  MEDICAL EQUIPMENT AND SUPPLIES

65 II C  DENTAL EQUIPMENT AND SUPPLIES

65 II F  PATIENT MOBILITY DEVICES

65 V A  X-RAY EQUIPMENT AND SUPPLIES
OVERVIEW OF THE GSA SCHEDULES

65 VII  INVITRO DIAGNOSTICS, REAGENTS, TEST KITS AND TEST SETS

66  SCIENTIFIC EQUIPMENT AND SERVICES

66 III  CLINICAL ANALYZERS, LABORATORY, COST-PER-TEST

67  PHOTOGRAPHIC EQUIPMENT - CAMERAS, PHOTO PRINTERS, RELATED SUPPLIES & SERVICES

70  INFORMATION TECHNOLOGY EQUIPMENT, SOFTWARE, AND SERVICES

71  FURNITURE

71 II K  COMPREHENSIVE FURNITURE MANAGEMENT SERVICES

72  FURNISHING AND FLOOR COVERINGS

73  FOOD SERVICE, HOSPITALITY, CLEANING EQUIPMENT AND SUPPLIES, CHEMICALS AND SERVICES
OVERVIEW OF THE GSA SCHEDULES

736  TEMPORARY ADMINISTRATIVE AND PROFESSIONAL STAFFING (TAPS) - Temporary Administrative and Professional Staffing Services

738 II  LANGUAGE SERVICES

738 X  HUMAN RESOURCES & EQUAL EMPLOYMENT OPPORTUNITY SERVICES

75  OFFICE PRODUCTS/SUPPLIES AND SERVICES AND NEW PRODUCTS/TECHNOLOGY

751  LEASING OF AUTOMOBILES AND LIGHT TRUCKS

76  PUBLICATION MEDIA

78  SPORTS, PROMOTIONAL, OUTDOOR, RECREATION, TROPHIES AND SIGNS (SPORTS)
OVERVIEW OF THE GSA SCHEDULES

81 I B  SHIPPING, PACKAGING AND PACKING SUPPLIES

84  TOTAL SOLUTIONS FOR LAW ENFORCEMENT, SECURITY, FACILITIES MANAGEMENT, FIRE, RESCUE, CLOTHING, MARINE CRAFT AND EMERGENCY/DISASTER RESPONSE

871  PROFESSIONAL ENGINEERING SERVICES

874  MISSION ORIENTED BUSINESS INTEGRATED SERVICES (MOBIS)

874 V  LOGISTICS WORLDWIDE (LOGWORLD)

899  ENVIRONMENTAL SERVICES
Make Key Contract Decisions
Make Key Contract Decisions

Decide Which SIN(s) - Special Item Numbers.
- GSA Organizes the Contracts Into Manageable (SIN) Categories.

Must Have:
- Two Project History Examples Per SIN
- Invoices to Show Price History
Make Key Contract Decisions

Authorized Negotiators

GSA Requests Names of Individuals Who Have Authorization to Negotiate and Commit Your Contract. But…

1) Make Sure They Understand Their Role With Regard To GSA…and
2) Pick At Least Two, Just In Case One is Unavailable.
Make Key Contract Decisions

Agent Authorization

If a Consultant or An Agent, Other Than An Employee of the Company, Is Being Used During or After Award, Submit an Agent Authorization Letter.
Make Key Contract Decisions

Use of Dealers

Offeror Shall Furnish Addresses of All Authorized Participating Dealers Receiving Orders and Accepting Payment in the Name of the Contractor In Care of the Dealer.
Make Key Contract Decisions

Geographic Coverage/Overseas?

✓ Domestic – CONUS or List States/Region.

✓ Overseas – Must Have a Local Address and In the International Region.
Make Key Contract Decisions

Letter of Supply

GSA Requires You to Demonstrate That You Have a Guaranteed Source of Supply….If You Are Not the Original Manufacturer…The Letter Has To Be Signed By an Officer of the Company Supplier.
TRADE AGREEMENTS ACT

(3) LEAST DEVELOPED COUNTRIES: Afghanistan, Angola, Bangladesh, Benin, Bhutan, Burkina Faso, Burundi, Cambodia, Cape Verde, Central African Republic, Chad, Comoros, Democratic Republic of Congo, Djibouti, East Timor, Equatorial Guinea, Eritrea, Ethiopia, Gambia, Guinea, Guinea-Bissau, Haiti, Kiribati, Laos, Lesotho, Madagascar, Malawi, Maldives, Mali, Mauritania, Mozambique, Nepal, Niger, Rwanda, Samoa, Sao Tome and Principe, Senegal, Sierra Leone, Solomon Islands, Somalia, Tanzania, Togo, Tuvalu, Uganda, Vanuatu, Yemen, Zambia

(4) CARRIBEAN BASIN COUNTRIES: Antigua and Barbuda, Aruba, Bahamas, Barbados, Belize, British Virgin Islands, Costa Rica, Dominica, Grenada, Guyana, Haiti, Jamaica, Montserrat, Netherlands Antilles, St. Kitts and Nevis, St. Lucia, St. Vincent and the Grenadines, Trinidad and Tobago
TRADE AGREEMENTS ACT

DESIGNATED COUNTRY END PRODUCT: a WTO GPA country end product, an FTA country end product, a least developed country end product, or a Caribbean Basin country end product.

(1) WORLD TRADE ORGANIZATION GOVERNMENT PROCUREMENT AGREEMENT (WTO GPA) COUNTRIES: Aruba, Austria, Belgium, Bulgaria, Canada, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hong Kong, Hungary, Iceland, Ireland, Israel, Italy, Japan, Korea (Republic of), Latvia, Liechtenstein, Lithuania, Luxembourg, Malta, Netherlands, Norway, Poland, Portugal, Romania, Singapore, Slovak Republic, Slovenia, Spain, Sweden, Switzerland, United Kingdom

(2) FREE TRADE AGREEMENT (FTA) COUNTRIES: Australia, Bahrain, Canada, Chile, Dominican Republic, El Salvador, Guatemala, Honduras, Mexico, Morocco, Nicaragua, Singapore
Make Key Contract Decisions

Ordering Method (How the Government Customer Will Send in a Order).

You Have a Choice of:

- Electronic Data Interchange (EDI), or
- Fax
Make Key Contract Decisions

Delivery Terms (Look at What You Do In the Commercial Market Place).

GSA defines Normal Delivery Times for Products/Services as Being 30 Days After Receipt of Order (ARO)….GSA Also Wants to Know if You Can Provide Expedited Delivery Times.
Make Key Contract Decisions

**GSA Pricing.** Price Determined To Be Fair and Reasonable. *It is a Ceiling Price.*

**Most Favored Customer** - *That customer or class of customer which receive(s) the best discount and/or price arrangement on a given item.*
Make Key Contract Decisions

Most Favored Customer - Classes Of Customers

- Prime Contractor
- Government
- Non-Profit
- National Account
- Distributors
- Commercial Account
Key Contracting Clauses:

Economic Price Adjustment Provision Options #1

- When Pricing is Based on a Commercial Price List (CPL):
  - Submit copies of the company's current dated CPL/Standard Rate Sheet (this is a stand alone document that was not prepared for this solicitation).
  - Submit proposals for the base year only.
  - Pricing based on the CPL are subject to the Economic Price Adjustment Clause at 552.21670.
Key Contracting Clauses:

Economic Price Adjustment Provision Option #2

- Pricing based on Commercial Market Prices are subject to the Economic Price Adjustment Clause, I-FSS-969. If offering market pricing in accordance with Clause I-FSS-969, the offeror must propose a fixed rate of escalation or identify an economic indicator such as the Bureau of Labor Statistics Employment Cost Index.
Make Key Contract Decisions

For Service Businesses:

• Labor Categories (Invoices to Show Pricing?)

• Qualifications of Each Labor Category
Key Contracting Clauses:

- **Industrial Funding Fee** – must remit .75% of the total reported sales with each quarterly sales report, .50% for the VA.

- **Service Contract Act**

- **Subcontracting Plan**
How to Submit a GSA Proposal
F--Environmental Services
Solicitation Number: TFTP-EW-990899-B
Agency: General Services Administration
Office: Federal Acquisition Service (FAS)
Location: Management Service Center (MASC)

Solicitation Number: TFTP-EW-990899-B
Notice Type: Award

Contract Award Date:
July 15, 2009

Contract Award Number:
GS-10F-0262V

Contract Award Dollar Amount:
$250,000.00

Contract Line Item Number:
899-1-2-7and899-1-2-7RC

Contractor Awarded Name:
Tidewater Environmental Services, Inc.

Contractor Awarded Address:
3133 Maybank Hwy
Johns Island, South Carolina 29455
United States

Synopsis:
Solicitation Document

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

Solicitation Number: FCIS-JB-980001-B

Refresh Number: 24
How to Submit a GSA Proposal

Look for the Instructions:

(1) Proposal Checklist;
(2) pages iii - xii from the solicitation file. This will be your roadmap.
How to Submit a GSA Proposal

Electronic Submission (e-offer) Process.
- Easier for Them
- Easier for You to Resubmit
- Digital Certificates are Required
**Contract Offers (eOffers)**

- Prepare and submit eOffer
- Continue working on saved eOffer
- Edit submitted eOffer

**Contract Modifications (e Mods)**

- Prepare and submit modification request
- Continue working on saved modification request
- Edit submitted modification request
Past Performance Evaluation
Open Ratings Report

- Required as part of your offer submission
- Specify between 6-20 references/Enter list on ppreports
- Notify References
- Emailed on-line survey
- 15 day process
- Valid for 12 mons.
- $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.ppreports.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)
**Commercial Sales Practice**

### CSP-1 COMMERCIAL SALES PRACTICES FORMAT

**Name of Offeror**

<table>
<thead>
<tr>
<th>SIN(s)</th>
</tr>
</thead>
<tbody>
<tr>
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</tr>
</tbody>
</table>

**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 of the Offeror’s 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.  

<table>
<thead>
<tr>
<th>SIN</th>
<th>$</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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 of Figure 55.5.2-2, 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.

<table>
<thead>
<tr>
<th>Column 1—Customer</th>
<th>Column 2—Discount</th>
<th>Column 3—Quantity/Volume</th>
<th>Column 4—FOB Term</th>
<th>Column 5—Concessions</th>
</tr>
</thead>
<tbody>
<tr>
<td>See Document 8</td>
<td>See Document 8</td>
<td>See Document 8</td>
<td>See Document 8</td>
<td>See Document 8</td>
</tr>
</tbody>
</table>
### Sample Labor Categories

#### INFORMATION TECHNOLOGY SERVICES (SAMPLE ONLY)

<table>
<thead>
<tr>
<th>Commercial Labor Category</th>
<th>Minimum/General Experience and Years of Experience</th>
<th>Functional Responsibility</th>
<th>Educational Requirements</th>
<th>DOD Contract #D12345 Sub or Prime T&amp;M or FFP? Period of Contract:</th>
<th>USAF Contract #E12345 Sub or Prime T&amp;M or FFP? Period of Contract:</th>
<th>Boeing Contract #F2345 Sub or Prime T&amp;M or FFP? Period of Contract:</th>
<th>Commercial Rate ** If show Effective Date of Pricelist</th>
<th>Proposed GSA Schedule Rate without IFP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Manager</td>
<td>10 Years Experience Or state “Same as GSA Pricelist” if in fact it is the same.</td>
<td>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.</td>
<td>Bachelor’s Degree in Computer Science, Engineering, or Information Technology Or state “Same as GSA pricelist” if in fact it is the same.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>System Engineer</td>
<td>5 Years Experience Or state “Same as GSA pricelist” if in fact it is the same.</td>
<td>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.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**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 paid. 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 Bachelor 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 rates and provide a copy of your commercial catalog or pricelists. 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 effect and provide the page(s) from the contracts (commercial or government) established above that reflect each labor category and the agreed to rate(s).
Proposal Price List

- Commercial pricing per item
- Service – Resume Information
- Products – Unit description
- Discounts offered to commercial compared to GSA
- End pricing for proposal per item

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Sample Pricing Proposal Template

<table>
<thead>
<tr>
<th>SP# Proposed</th>
<th>SERVICE PROPOSED (e.g. Job Title/Task)</th>
<th>EDUCATION/ CERTIFICATION LEVEL</th>
<th>YEARS OF EXPERIENCE</th>
<th>COMMERCIAL PRICE LIST (CPL) OR MARKET PRICES</th>
<th>UNIT OF ISSUE (e.g., Hour, Task, Sq. ft)</th>
<th>MOST FAVORED CUSTOMER (MFC)</th>
<th>DISCOUNT OFFERED TO MFC (%)</th>
<th>MFC PRICE</th>
<th>DISCOUNT OFFERED TO GSA (eoff CPL or Market Prices) (%)</th>
<th>PRICE OFFERED TO GSA (excluding IFP)</th>
<th>PRICE OFFERED TO GSA (including IFP)</th>
</tr>
</thead>
</table>

*Note: Include pricing for contractor facility/customer facility or domestic/overseas, as applicable

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<table>
<thead>
<tr>
<th>SP# Proposed</th>
<th>COURSE TITLE</th>
<th>COURSE LENGTH</th>
<th>Minimum Participation</th>
<th>Maximum Participation</th>
<th>COMMERCIAL PRICE (CPL)</th>
<th>Price Per Course or Per Person</th>
<th>MOST FAVORED CUSTOMER (MFC)</th>
<th>DISCOUNT OFFERED TO MFC (%)</th>
<th>MFC PRICE</th>
<th>DISCOUNT OFFERED TO GSA (eoff CPL or Market Prices) (%)</th>
<th>PRICE OFFERED TO GSA (excluding IFP)</th>
<th>PRICE OFFERED TO GSA (including IFP)</th>
</tr>
</thead>
</table>

*Note: Include pricing for contractor facility/customer facility or domestic/overseas, as applicable

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<table>
<thead>
<tr>
<th>SP# Proposed</th>
<th>SUPPORT PRODUCT (C/DCa)</th>
<th>BRAND NAME</th>
<th>UNIT OF ISSUE (e.g., Hour, Task, Sq. ft)</th>
<th>TIME OF DELIVERY</th>
<th>COMMERCIAL PRICE (CPL)</th>
<th>MOST FAVORED CUSTOMER (MFC)</th>
<th>DISCOUNT OFFERED TO MFC (%)</th>
<th>MFC PRICE</th>
<th>DISCOUNT OFFERED TO GSA (eoff CPL or Market Prices) (%)</th>
<th>PRICE OFFERED TO GSA (excluding IFP)</th>
<th>PRICE OFFERED TO GSA (including IFP)</th>
</tr>
</thead>
</table>

*Note: Include pricing for contractor facility/customer facility or domestic/overseas, as applicable
GSA Proposal Outline/Products

SECTION 1 …… SF 1449 (Electronic)
Pathway to Success Training
CCR/ORCA

SECTION 2 …… Vendor Response Document

SECTION 3 …… Open Ratings Evaluation Report

SECTION 4 …… Company Overview/Brochure
Organizational Chart
Letter of Supply
GSA Proposal Outline/Products

SECTION 5……..Price Proposal
   Commercial Sales Practices, CSP-1
   Customer Invoices

SECTION 6…….. Technical Proposal
   Product Test Reports
   Financial Statements
GSA Proposal Outline/Services

SECTION I ......... Administrative Data

- SF 1449 (Electronic)
- CCR
- ORCA
- GSA Pathway to Success Training
- Other Certifications (Trade, etc.)
- Financial Statements
- Summary of Offer
- Vendor Response Document
GSA Proposal Outline/Services

SECTION II……. Technical Proposal

Corporate Experience
Project Experience
Key Personnel
Organizational Chart
Labor Categories Descriptions
Quality System
Past Performance/References
Accounting/Operational Controls
GSA Proposal Outline/Services

SECTION III…….Price Proposal

Commercial Sales Practices
Invoices
Rational for Prices Being Fair & Reasonable
Rational for Estimated GSA Sales
GSA Price Proposal
Labor Categories
Service Contract Act
Compensation/Overtime Policies
What Makes A Winning Proposal

- Following Instructions
- Technical Proposal (Product/Service)
- Experience / Performance History
  - Open Ratings Report
  - Documented Proof (Invoices, contracts)
What Makes A Winning Proposal

- Financial Capability
- Being Competitive
- Convinced That You Have the Capability to Generate Sales
  - $25,000 sales per year requirement
How to Submit a GSA Proposal

Select Three (3) GSA Competitors To Review
- printout their catalog/check their products and pricing.

How:
- Go to GSA Advantage
- Select Schedule
- Select Your Specific SIN#
- Scroll Down to See Competitors
Four Phase Process

Phase 1 – Submission / Review

Phase 2 – Evaluation

Phase 3 – Negotiation

Phase 4 – Contract Award
Contract Award

• Meet with GSA Contract Administrator

• Upload your Pricelist/Catalog

• Implement Marketing Strategies
QUESTIONS?

UT-PTAC

www.PTAC.Tennessee.edu