



**FEDSched**

The Authority in Government Contracts®

Beginner's Guide to GSA Schedule Contracts®

An Information Package Prepared by Federal Schedules, Inc.

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## GSA Schedules Program

### Introduction

The General Services Administration (GSA) Schedule Program was created to streamline the federal procurement process. GSA reviews companies interested in obtaining a GSA Schedule Contract, examining factors including commercial sales practices, capabilities, financials, and past performance. If a company is qualified, GSA will negotiate and award a GSA Schedule Contract, which contains pre-negotiated pricing, terms, and conditions. Federal buyers – and in some cases state and local government – can then use that GSA Schedule Contract to facilitate purchases from the company. The buying process is simplified because GSA has completed the bulk of the procurement process on behalf of government buyers.

#### Why Obtain a GSA Schedule Contract?

- It is the Most Widely Used Government Contract
- It Accounts for Over \$45 Billion in Annual Sales
- It Provides Access to Additional Bid Opportunities
- It Serves as a Competitive Advantage in the Federal Market
- It Allows for a Shorter, Simplified Sales Process

#### Why Do Agencies Prefer Purchasing Through the GSA Schedule?

- There Are No Order Limitations
- A FedBizOpps Synopsis is Not Required
- GSA Schedule Pricing is Pre-Determined by GSA to be “Fair and Reasonable”
- GSA Schedule Contracts Meet All Applicable Regulations & Competition Requirements
- GSA Schedule Orders Can Average 15 Days vs. an Average of 268 Days with Open-Market Procurements

#### Who is Eligible to Purchase from GSA Schedule Contracts?

A GSA Schedule Contract can be used to sell to hundreds of federal customers, including:

- Federal Departments and Agencies
- DOD and all Civilian Agencies
- Government Owned Corporations
- Various Institutions



The GSA IT Schedule 70 & Security Schedule 84 Can Be Used to Sell to State & Local Government Buyers Under Any Circumstance

## GSA Schedules Program

### GSA Sales by Schedule

The GSA Schedule program consists of approximately 35 GSA/VA Schedules based upon category of product/service offering. Each GSA Schedule is detailed below along with fiscal year 2016 sales.

#### Fiscal Year 2016 GSA Schedule Sales by Schedule

Schedule	Schedule Description	FY 2016 Sales	Companies
70	IT Equipment, Software & Services	\$14,747,293,780	4,924
VA*	Medical/Dental Equipment & Services	\$13,861,766,348	1,897
00CORP	Professional Services Schedule (PSS)	\$9,776,803,247	4,436
84	Total Solutions for Law Enforcement, Security	\$1,257,173,399	1,245
71	Furniture	\$868,880,324	588
51 V	Hardware Superstore	\$657,736,882	361
66	Scientific Equipment and Services	\$623,708,072	382
36	Office, Imaging, and Document Management Solutions	\$612,860,171	296
48	Transportation, Delivery, and Relocation Solutions	\$505,780,811	256
03FAC	Facilities Maintenance and Management	\$476,369,192	651
75	Office Products and Supplies	\$370,219,666	339
738 X	Human Resources & EEO Services	\$287,935,859	228
599	Travel Services Solutions	\$275,395,282	87
56	Buildings & Building Materials	\$231,156,246	670
23 V	Automotive Superstore (formerly VMAS)	\$206,471,998	236
73	Food Service, Hospitality, Cleaning, Equip & Supplies	\$161,360,111	385
78	Sports, Promotional, Outdoor, Trophies & Signs (SPORTS)	\$144,288,896	468
736	Temporary Administrative & Professional Staffing (TAPS)	\$127,086,691	258
76	Publication Media	\$90,931,455	77
58 I	Audio/Video, Telecom, & Security Solutions	\$80,091,750	152
81 I B	Shipping, Packaging and Packing Supplies	\$55,741,803	116
72	Furnishing and Floor Coverings	\$36,999,977	101
67	Photographic Equipment, Related Supplies, & Services	\$30,030,135	45
71 II K	Comprehensive Furniture Management Services (CFMS)	\$23,810,267	109
751	Leasing of Automobiles & Light Trucks	\$1,214,241	6
	<b>Total Sales</b>	<b>\$45,511,106,603</b>	<b>18,313</b>

\*GSA delegated the administration of all medical/dental related Schedules to the Department of Veterans Affairs (VA). There are 9 VA Schedules that function the same as GSA Schedules, but have varying proposal requirements and contract administration procedures. | [Contact us for more information.](#)



## Getting on the GSA Schedule



There is a common misperception that the GSA Schedule is a list that companies can register for, or complete an application to obtain. The GSA Schedule is an Indefinite Delivery, Indefinite Quantity (ID/IQ) contract and to obtain one, companies must submit a proposal and undergo a review process.

Below is a high-level overview of the steps involved in obtaining a GSA Schedule Contract – starting with determining eligibility and assessing the potential benefits of holding a contract.

### Determine Eligibility

The first step to getting a GSA Schedule is determining if your company is eligible to receive a GSA Schedule Contract Award. Before beginning the GSA Schedule proposal process, make sure your company has the following:

- Products/Services That Fit Within the GSA Schedules Program
- Financial Stability
- At Least 2 Years in Business (*Exception for GSA IT Schedule*)
- Past Performance
- Products Compliant with the Trade Agreements Act (TAA). End product must be manufactured or substantially altered within the U.S. or a 'designated country'. Click [here](#) for a list of designated countries.



### Assess Potential for Success with GSA Schedule

After determining eligibility, take the time to conduct market research and assess your company's potential for success as a GSA Schedule Contract holder. Utilize online resources such as GSA eLibrary <http://www.gsaelibrary.gsa.gov>, GSA Schedule Sales Query (SSQ) <https://ssq.gsa.gov>, and USASpending.gov <http://www.usaspending.gov> to review existing contractors, contract sales, and agency spending.

Address the questions below in your assessment. While previous government experience is not required, it is recommended and you should expect a lengthy learning curve if it is something your company lacks.

- Do your competitors currently hold a GSA Schedule Contract or sell to government?
- Are government buyers using the GSA Schedule Contract to purchase what you offer?
- Does your sales team have experience selling to the federal government?
- Does your company currently do business with the U.S. government?
- Are your customers requesting that you obtain a GSA Schedule Contract?



## Getting on the GSA Schedule



### □ Obtain Required Registrations

The first two items are not only GSA Schedule Contract requirements, but are also needed to do business with the federal government in general. A digital certificate is required to submit your proposal to GSA. If you are awarded a GSA Schedule Contract, you will need to keep your digital certificate up-to-date throughout the life of your contract.

- Obtain a [Dun & Bradstreet \(D&B\) D-U-N-S Number](#)
- Register on the [System for Award Management \(SAM\)](#)
- Obtain a [Digital Certificate](#)

SAM is a free registration!!  
[www.sam.gov](http://www.sam.gov)

### □ Identify the Appropriate GSA Schedule

It is important to select the appropriate GSA Schedule based upon the products and services allowed under each GSA Schedule. If the correct Schedule is not identified before beginning the proposal process, you risk wasting months preparing a proposal that will be rejected do to scope.

Depending upon what you offer, the appropriate GSA Schedule can be immediately obvious or require research. There is some overlap across the GSA Schedules, so you may find that your product or service potentially falls under multiple Schedules. Review the list of available GSA Schedules on GSA eLibrary <https://www.gsaelibrary.gsa.gov/ElibMain/scheduleList.do> and click on the GSA Schedule Number to review subcategories or Special Item Numbers (SINs) under each GSA Schedule. You can also search for your product or service on eLibrary to see which GSA Schedule(s) it falls under.

### □ Download the Corresponding Solicitation (the GSA Schedule “Application”)

There is a 100-300 page Request for Proposal (RFP) or Solicitation for each GSA Schedule (see page 4 for a listing of all GSA Schedules). Once you have identified the appropriate GSA Schedule, download the corresponding Solicitation. Links to each GSA Schedule Solicitation can be accessed from eLibrary:

- Go to GSA eLibrary <https://www.gsaelibrary.gsa.gov/ElibMain/scheduleList.do> and click on the appropriate GSA Schedule number
- Click on the box that says, “Vendors Click here to view the current solicitation on FedBizOpps”
- Once on FedBizOpps, read the synopsis and download all documents on the right side under “Solicitation 1”



## Getting on the GSA Schedule



### Gather Required Documentation

The exact information required will vary from Schedule to Schedule. However, in general, each solicitation will require corporate and financial information, past performance, commercial sales practices, and a commercial price list.

### Write Your Proposal

Each proposal will contain an Administrative, Technical, and Pricing section, but specific requirements will be dependent on the GSA Schedule. While each section is important, the pricing section will serve as a foundation for your GSA Schedule Contract pricing.

As with any proposal response, be sure to:

- Read all documents under the appropriate Solicitation
- Pay close attention to Solicitation instructions, administrative details, and evaluation criteria
- Address all elements of the Solicitation
- Provide exactly what is requested – no more, no less

### Submit Your Proposal

Your GSA Schedule Contract proposal must be submitted electronically through GSA's [eOffer](https://eoffer.gsa.gov) system <https://eoffer.gsa.gov>, which requires a digital certificate. Once submitted, your proposal will be placed in a queue and assigned to a GSA Contracting Officer.



Proposal development can be the most time-consuming portion of obtaining your GSA Schedule Contract. Federal Schedules, Inc. saves companies an average of 190 hours in company resources and nearly eliminates your risk of rejection.



## Getting on the GSA Schedule



### **GSA Proposal Review**

The GSA proposal review time can vary significantly depending upon the GSA Schedule and the volume of current offers. The review period for the GSA IT Schedule is approximately 3 months, while the GSA Security Schedule can be 1-2 years. During the review, your GSA Contracting Officer will review your proposal to determine if it is complete and technically acceptable. Your Contracting Officer will also request clarification of information provided and may request additional information.

### **GSA Contract Negotiation**


The purpose of the GSA Schedules Program is to leverage the government's buying power to negotiate discounted pricing. Once your Contracting Officer has completed a satisfactory review of your proposal, a conference call will be scheduled to negotiate pricing. It is important to plan a negotiation strategy in advance to ensure an agreed upon discount that is favorable to both potential government buyers and your company.

### **Final Proposal Revision**

After negotiations are complete, GSA will request a Final Proposal Revision (FPR), which is a document that summarizes your finalized proposal and pricing, as negotiated with GSA.

### **GSA Contract Award!**

After submitting a signed FPR, GSA will award your company a GSA Schedule Contract Number, which can be used to sell to any U.S. federal agency. Your GSA Schedule Contract will be valid for a 5-year period with three 5-year extension options.

 Your GSA Schedule Contract is meant to be dynamic – you can submit modifications to adjust your pricing & offerings throughout the life of the contract.



## GSA Schedule Assistance

### Reasons to Consider a GSA Consultant

While GSA Schedule Contracts are intended to simplify the government procurement process, obtaining a GSA Schedule Contract can be time-consuming and complex. If your company is determining whether to obtain assistance from a GSA consultant, consider the factors below.

#### **In-House Resources**

What in-house resources can you assign to the project?  
How many hours per week can your resources dedicate to the project?

Whether you use a GSA Schedule consultant or not, you will still need to allocate internal resources towards the project. The difference will be in the number of hours dedicated. A GSA consultant will significantly reduce these hours – without a consultant prepare to devote 160-300 hours towards obtaining your GSA Schedule.

#### **GovCon Experience**

Do your in-house resources have government proposal writing experience?  
Do these resources have experience with GSA Schedule Solicitations?

Keep in mind, the GSA Schedule proposal your company prepares and negotiates will serve as a foundation for future government sales and will drive your ability to compete with other GSA Schedule Contractors. A GSA consultant can help position your contract for success for the potential 20-year contract term.

#### **Timing**

Do you need a GSA Schedule to pursue a specific opportunity?  
Are you currently losing business by not holding a GSA Schedule Contract?

Even if your company has internal resources with government contract experience, a GSA Schedule consultant can help meet tight deadlines. A consultant can provide general guidance on expediting the process, develop your proposal in as little as a few weeks, and facilitate the proposal review phase.

## Benefits of Hiring Federal Schedules, Inc.

As an experienced, full-service GSA Schedule Contract consultant, Federal Schedules, Inc. can navigate your company through each step of the process – from initial market research and qualification assessment, to formulation of strategy, proposal development, and contract negotiation. Federal Schedules, Inc. can also provide:

- Advisement on fit of products/services within GSA Schedules Program
- Advisement on timing and eligibility to receive a GSA Schedule Contract
- Pre-identification and guidance on potential obstacles to Contract Award
- Significant time savings and education on GSA Schedule Contract best practices

## Federal Schedules, Inc.

### Full-Service GSA Schedule Contract Support

Federal Schedules, Inc. (FEDSched) has been helping companies obtain and manage their GSA Schedule Contracts since 1986. We have helped thousands of clients, of all sizes and industries, navigate the complexities of the GSA Schedule Contract and more effectively target the government market.

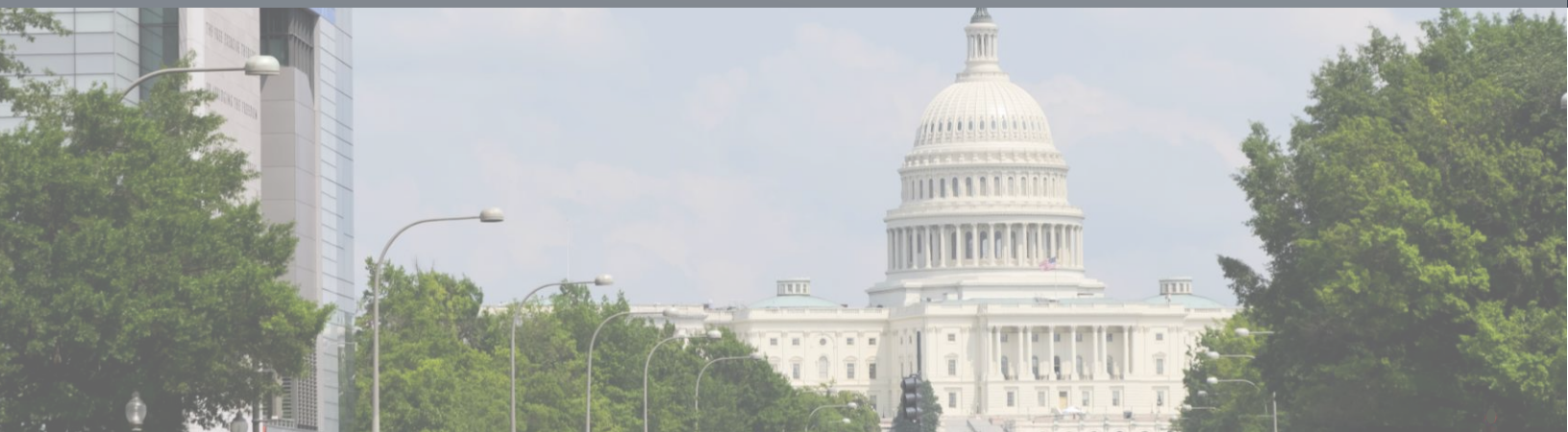
#### Federal Schedules, Inc. GSA Schedule Contract Services

- **GSA Schedule Contract Assessment** | Determine Eligibility, Assess Market, Review Benefits
- **Obtain Your GSA Schedule Contract** | Pricing Strategy, Proposal Development, Negotiation
- **Manage Your GSA Schedule Contract** | Modifications, Extensions, & Compliance Training

Contact us to discuss your GSA Schedule Contract needs | 703-709-8700 | [sales@fedsched.com](mailto:sales@fedsched.com)

### The FEDSched Advantage

- **GSA Schedule Contract Experts:** We have specialized in the nuances of the GSA Schedule Contract vehicle and relevant government procurement regulations since 1986.
- **Tenured Staff:** Our Executive Contracts Managers have each been with the company for an average of 17 years, providing clients with continuity and seasoned expertise.
- **Relationships at GSA:** We maintain a strong rapport with GSA staff, facilitating open communication.
- **Team Dynamic:** Each client is provided with a team, ensuring questions and contract initiatives are addressed promptly, even if your main point of contact is unavailable.
- **100% Employee Owned:** All FEDSched employees are company owners and have a vested interest in your satisfaction and ultimate success as a GSA contractor.



## Acronyms

### Frequently Used in Government Contracting

<b>ACO</b>	Administrative Contracting Officer
<b>AIMS</b>	Advertising and Integrated Marketing Solutions
<b>BAFO</b>	Best and Final Offer
<b>BOA</b>	Basis of Award
<b>BPA</b>	Blanket Purchase Agreement
<b>CAV</b>	Contractor Assistance Visit
<b>CCR</b>	Central Contractor Registration (now part of SAM)
<b>CO or KO</b>	Contracting Officer
<b>COMSATCOM</b>	Commercial Satellite Communications
<b>COTS</b>	Commercial Off-The-Shelf
<b>CPARS</b>	Contractor Performance Assessment Review System
<b>CSP</b>	Commercial Sales Practices
<b>CTA</b>	Contractor Teaming Arrangement
<b>D&amp;B</b>	Dun & Bradstreet
<b>DAR</b>	Defense Acquisition Regulation
<b>DHS</b>	Department of Homeland Security
<b>DOD</b>	Department of Defense
<b>DOJ</b>	Department of Justice
<b>DoR</b>	Dealer of Record
<b>DOT</b>	Department of Transportation
<b>DUNS</b>	Data Universal Numbering System
<b>EDI</b>	Electronic Data Interchange
<b>EDWOSB</b>	Economically Disadvantaged Woman-Owned Small Business
<b>EEO</b>	Equal Employment Opportunity
<b>EPA</b>	Economic Price Adjustment
<b>EPEAT</b>	Electronic Products Environmental Assessment Tool
<b>EPLS</b>	Excluded Parties List System (now part of SAM)
<b>eSRS</b>	Electronic Subcontracting Reporting System
<b>FAI</b>	Federal Acquisition Institute
<b>FAR</b>	Federal Acquisition Regulation
<b>FAS</b>	Federal Acquisition Service
<b>FBO</b>	Federal Business Opportunities (also known as FedBizOpps)
<b>FFATA</b>	Federal Funding Accountability and Transparency Act
<b>FOIA</b>	Freedom of Information Act
<b>FPDS</b>	Federal Procurement Data System
<b>FPR</b>	Final Proposal Revision
<b>FPT</b>	Formatted Product Tool



## Acronyms

### Frequently Used in Government Contracting *(continued)*

<b>FSC</b>	Federal Supply Class
<b>FSS</b>	Federal Supply Schedule
<b>FTA</b>	Free Trade Agreement
<b>GAO</b>	Government Accountability Office
<b>GEOINT</b>	Geospatial Intelligence
<b>GPA</b>	Government Procurement Agreement
<b>GSA</b>	General Services Administration
<b>GSAM</b>	General Services Administration Manual
<b>GWAC</b>	Government Wide Acquisition Contract
<b>HACS</b>	Highly Adaptive Cybersecurity Services
<b>HHS</b>	Department of Health and Human Services
<b>HSPD</b>	Homeland Security Presidential Directive
<b>HUBZone</b>	Historically Underutilized Business Zone
<b>IDIQ</b>	Indefinite Delivery/Indefinite Quantity
<b>IFF</b>	Industrial Funding Fee
<b>IOA</b>	Industrial Operations Analyst
<b>ISR</b>	Individual Subcontracting Report
<b>ITAR</b>	International Traffic in Arms Regulations
<b>JWOD</b>	Javits-Wagner-O'Day Program
<b>LOS</b>	Letter of Supply
<b>MAP</b>	Minimum Advertised Price
<b>MAS</b>	Multiple Award Schedule
<b>MFC</b>	Most Favored Customer
<b>MOBIS</b>	Mission Oriented Business Integrated Services
<b>MOT</b>	Maximum Order Threshold
<b>NAICS</b>	North American Industrial Classification Standard
<b>NDAA</b>	National Defense Authorization Act
<b>ODC</b>	Other Direct Costs
<b>OIG</b>	Office of Inspector General
<b>OMB</b>	Office of Management and Budget
<b>ORCA</b>	Online Representations and Certifications Application (now part of SAM)
<b>OSBDU</b>	Office of Small and Disadvantaged Business Utilization
<b>PBS</b>	Public Buildings Services
<b>PCO</b>	Procurement Contracting Officer
<b>PES</b>	Professional Engineering Services
<b>PIV</b>	Personal Identification Verification (Federal)



## Acronyms

### Frequently Used in Government Contracting *(continued)*

<b>PO</b>	Purchase Order
<b>PPIRS</b>	Past Performance Information Retrieval System
<b>PRC</b>	Price Reduction Clause
<b>PSC</b>	Product and Service Codes
<b>PSS</b>	Professional Services Schedule
<b>PTAC</b>	Procurement Technical Assistance Center
<b>PWS</b>	Performance Work Statement
<b>QAP</b>	Quality Assurance Plan
<b>RFI</b>	Request for Information
<b>RFP</b>	Request for Proposal
<b>RFQ</b>	Request for Quote
<b>SAM</b>	System for Award Management
<b>SAT</b>	Simplified Acquisition Threshold
<b>SBA</b>	Small Business Administration
<b>SCA</b>	Service Contract Act
<b>SDVOSB</b>	Service-Disabled Veteran-Owned Small Business
<b>SIC</b>	Standard Industrial Classification
<b>SIN</b>	Special Item Number
<b>SIP</b>	Schedule Input Program
<b>SOW</b>	Statement of Work
<b>SSQ</b>	Schedule Sales Query
<b>SSR</b>	Summary Subcontracting Report
<b>T&amp;C</b>	Terms and Conditions
<b>TAA</b>	Trade Agreements Act
<b>TAPS</b>	Temporary Administrative & Professional Staffing Services
<b>TDR</b>	Transactional Data Reporting
<b>Ts&amp;Cs</b>	Terms and Conditions
<b>USC</b>	United States Code
<b>USDA</b>	United States Department of Agriculture
<b>VA</b>	Department of Veterans Affairs
<b>VOSB</b>	Veteran-Owned Small-Business
<b>VSC</b>	Vendor Support Center
<b>WAWF</b>	Wide Area Workflow
<b>WDOL</b>	Wages Department of Labor
<b>WOSB</b>	Woman-Owned Small Business
<b>WTO</b>	World Trade Organization

