


The GSA logo consists of the letters "GSA" in a white, sans-serif font, positioned inside a dark blue square. The square is part of a larger graphic element that includes a light blue gradient background at the top left of the slide.

DOING BUSINESS
WITH GSA

Two horizontal blue lines of varying thickness are positioned to the right of the text "WITH GSA".A solid dark blue horizontal bar is located below the "DOING BUSINESS WITH GSA" text.

**The GSA Schedules Program:
What You Need to Know!**



Today's Presenters

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- Agency Overview
- Accessing Federal Contract Opportunities
- GSA Multiple Award Schedules (MAS)
- Small Business Resources



The U.S. General Services Administration (GSA) is one of the federal government's largest buyers, contracting for billions of dollars' worth of products and services each year for its U.S. government "customers." These customers include most agencies of the executive, judicial, and legislative branches and federal government and military facilities worldwide.

GSA rents, builds, furnishes, and maintains government offices and buys products ranging from pens to state-of-the-art computers. GSA also contracts for services as varied as trash removal and information technology.

Mission-
“Deliver value and savings in real estate, acquisition, technology, and other mission-support services across government.”



Buying & Selling

Explore options for buying from or selling to the government.



Real Estate

Find information related to GSA leased and owned buildings.



Policy & Regulations

Get policy advice based on travel, management or acquisition regulations.



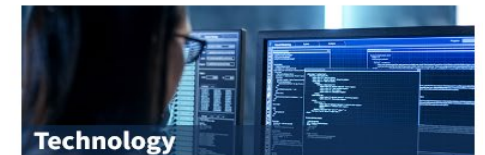
Small Business

Become a contractor or subcontractor and pursue opportunities to sell to the government.



Travel

Get travel reimbursement rates such as per diem, meals and incidental expenses, and mileage.



Technology

Purchase IT or telecommunications using solutions like Schedule 70, Federal Relay or Governmentwide Acquisition Contracts.

Public Buildings Service (PBS)

As the landlord for the civilian federal government, PBS acquires space on behalf of the federal government through new construction and leasing, and acts as a caretaker for federal properties across the country.

PBS owns or leases 8,681 assets, maintains an inventory of more than 370 million square feet of workspace, and preserves more than 500 historic properties.

<https://www.gsa.gov/pbs>

Federal Acquisition Service (FAS)

GSA is America's only source solely dedicated to procuring goods and services for government.

As an integral part of GSA, FAS possesses unrivaled capability to deliver comprehensive products and services across government at the best value possible

<https://www.gsa.gov/fas>

Public Buildings Service (PBS)

- Construction
- A&E Services
- Janitorial
- Landscape
- Interior Design
- Asbestos Removal
- HVAC
- Lighting
- Security
- Window Washing
- Painting
- Electrical
- Lease

Federal Acquisition Service (FAS)

- Environmental
- Moving Services
- Staffing
- Information Technology
- Transportation
- Law Enforcement Equipment
- Furniture
- Professional Training
- Telecom & Network Services
- Travel Services
- Emergency Preparedness & Response Equipment
- And Much More...

- www.gsaauctions.gov

<https://www.gsa.gov/forbusiness>

Office of Small and Disadvantaged Business Utilization (OSDBU)

According to the Small Business Act as amended by Public Law 95-507, the Office of Small & Disadvantaged Business was established to:

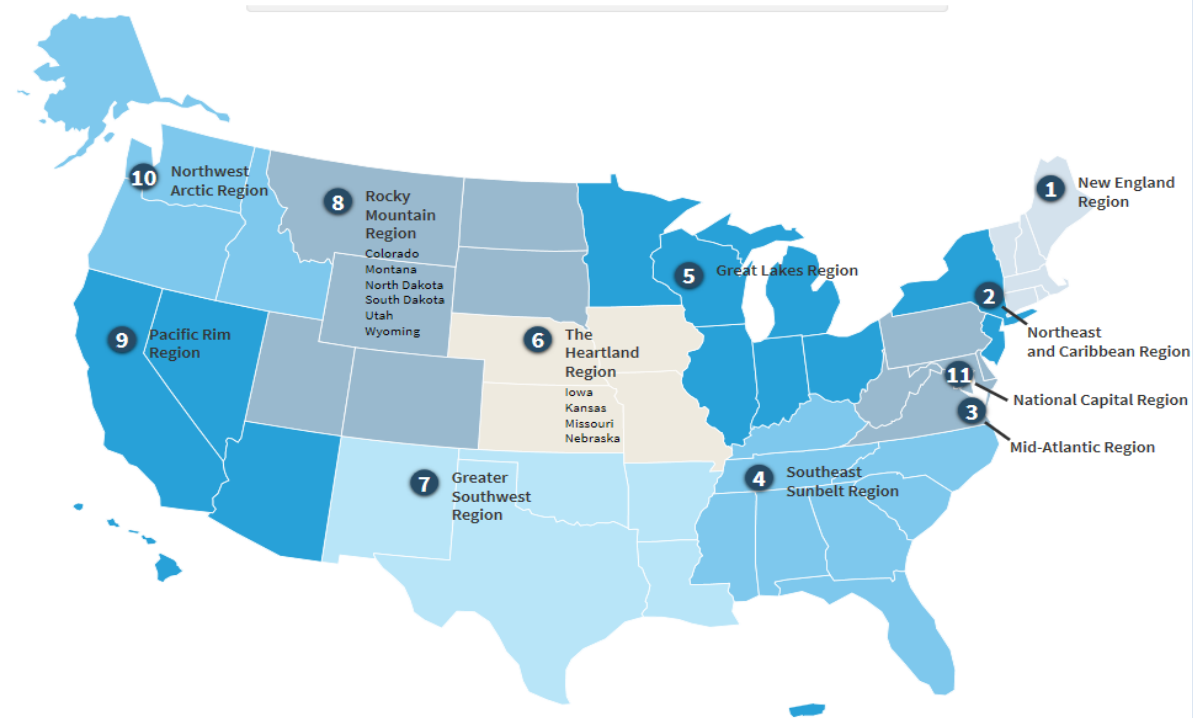
- Advocate, within each Federal Executive Agency, for the maximum practicable use of all designated small business categories within the Federal Acquisition process.
- Ensure inclusion of small businesses as sources for goods and services in federal acquisitions as prime contractors and subcontractors.
- Manage the small business utilization programs for each respective organization.



<https://www.gsa.gov/small-business>

Office of Small and Disadvantaged Business Utilization (OSDBU)

- Small Business Goaling
- Small Disadvantaged Business (SDB)
- 8(a)
- Women-owned Small Business
- Historically Underutilized Business Zone (HUBZone)
- Veteran-owned Small Business
- Service Disabled Veteran-owned Small Business
- Small Business
- Subcontracting Program
- Forecast of Contracting Opportunities



<https://www.gsa.gov/contactgroup/small-business-support>

GSA MULTIPLE AWARD SCHEDULES (MAS)

What is a GSA Schedule?

- GSA Schedule Contracts, also known as GSA Schedules or Federal Supply Schedules, are indefinite delivery, indefinite quantity (IDIQ), long-term contracts under the General Services Administration's Multiple Award Schedules (MAS) Program.
- GSA establishes long-term government-wide contracts with commercial companies to provide access for government agencies to millions of commercial products and services at volume discount pricing.
- GSA Schedules provide fast, flexible, cost-effective procurement solutions that allow customer agencies to meet acquisition challenges, while achieving their missions. The MAS Value Proposition highlights the benefits customers experience when using GSA Schedules:
 - ✓ Realize cost savings;
 - ✓ Experience flexibility and choice;
 - ✓ Save time;
 - ✓ Achieve transparency; and
 - ✓ Control the procurement



Does GSA Buy What I Sell?

- **PRODUCTS:**

- * Hospitality, Cleaning, & Chemicals * Office Solutions * Lighting
- * Laboratory, Scientific, & Medical * Tools, Hardware & Machinery
- * IT Solutions & Electronics * Security * Recreation & Apparel
- * Buildings & Industrial * Vehicles & Watercraft * Furniture & Furnishings

- **SERVICES:**

- * Environmental * Moving Services * Staffing * Transportation
- * Information Technology * Law Enforcement Equipment
- * Professional Training * Telecom & Network Services * Janitorial
- * Emergency Preparedness & Response Equipment * Landscape
- * Interior Design

For a more comprehensive list, visit www.elibrary.gsa.gov

Who Are GSA's Customers?

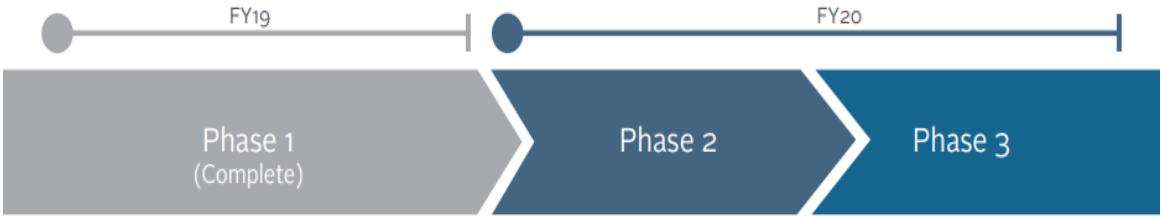


Overview of Consolidation Phases



U.S. General Services Administration

MAS Consolidation



Phase One

Develop the New Schedule

- ✓ Create a new solicitation for the single schedule
- ✓ Review every term and condition
- ✓ Map duplicate Special Item Numbers (SIN) across the current solicitations
- ✓ Use Category Management to better organize offerings
- ✓ Release new schedule and close existing schedules to new offers

Phase Two

Mass Modifications

- Complete mass modification for all existing contract holders (simply to update terms and conditions)
- Contracts retain current schedule contract number
- Vendors may select SINs that were previously on separate schedules

Phase Three

Multiple Contract Consolidation

- Consolidate multiple contracts into a single contract for those contractors

- ✓ One Solicitation
- ✓ One Schedule
- ✓ From 888 SINs to 317 SINs

The 12-MAS Categories

IT

**Professional
Services**

**Industrial
Products &
Services**

Transportation

Travel

Human Capital

Office MGMT

Furniture

Facilities

**Scientific
MGMT**

Security

Miscellaneous

Overview of MAS Consolidated Schedule

MAS Consolidation Structure (Example)

| Large Category | | | | | |
|---------------------------|-------------|--------------------|---|--------------------|----------------------|
| Furniture and Furnishings | Subcategory | | | | |
| | Flooring | Misc. Furniture | Household, Dormitory & Quarters Furniture | Packaged Furniture | Healthcare Furniture |
| | Signs | Furniture Services | Fitness Solutions | Office Furniture | |

Things to Consider:

Minimum Qualifying Sales:

- You must achieve \$100,000 in sales within the first five years and \$125,000 each five-year period thereafter. Your efforts to market your MAS contract generate your sales. Use tools such as SAM.gov and eBuy to proactively pursue opportunities..
- **Lead Time:** It may take up to 1 year to get a MAS contract, provided that the firm meets all evaluation criteria and has a successful negotiation.
- The government may cancel your schedule contract in accordance with clause 552.238-73, for failure to meet minimum sales criteria, specified above.

Market Research & Marketing

- Market research and marketing your GSA Schedule contract is critical to your success!



Evaluation Criteria

- Must be in business for two years and you must provide two years of financial statements
 - **Unless you are proposing under the Startup Springboard**
- Ability to demonstrate acceptable
 - Corporate experience
 - Past Performance
 - Financial Resources
 - Relevant Project Experience, as required by SIN
- Products or services must be commercially available
- Products or services must be compliant with the Trade Agreements Act (TAA)
- Proposed pricing is determined fair and reasonable

MAS Supports Small Business Utilization

MAS promotes small business utilization by setting aside certain Schedules only for small businesses, encouraging set-asides at the order level, and through use of socioeconomic preference.

Total Small Business
Set-Asides at the
Schedule Level



Also:

- Human Capital & Training Solutions (HCaTS-SB)
- One Acquisition Solution for Integrated Services (OASIS-SB)
- Veterans Technology Services 2 (VETS 2) – (SDVOSBs)

Creating a Federal Business Plan

Before committing to the Schedule contract process, experts recommend that firms create a business plan that includes items such as:

- An estimate of the expected Return on Investment
 - A marketing plan
 - A determination of whether or not you have dedicated personnel for this new venture.
-

Market Research should also be conducted to determine:

- Which Federal agencies have purchased my product or service?
- Where are those agencies located?
- What was the price of those sales?
- What are the buying trends and forecasted sales for my product or service?



MAS Roadmap

What is the MAS Roadmap?

- Provides information on the contract award process to make it easier to do business with the government.

Why is this helpful?

- Breaks down the offer process into easy to follow step-by-step instructions.

www.gsa.gov/masroadmap

Required Training

Pathways to Success

- Guidance on GSA's Multiple Award Schedule contracts.
- Guidance on how to be a successful vendor, process requirements, and guidance on the offer process.
- **Completed within 1 year of application**
- Visit the GSA Roadmap to take the course

Readiness Assessment

- Mandatory process that walks you through questions that help you determine if pursuing a GSA Schedule is the right business decision for your company.
- **Completed within 1 year of application**
- Visit the GSA Roadmap to take the course

gsa.gov/masroadmap

Required Documents

| Document Name | Definition |
|----------------------------|--|
| Agent Authorization Letter | <ul style="list-style-type: none">• If applicable. Must be signed by a company official. |
| Readiness Assessment | <ul style="list-style-type: none">• Completed and Signed by Officer of the Company (Offeror). Not accepted from Consultants or Agents. Must be completed/dated within 1 year from date of offer. |
| Pathways to Success | <ul style="list-style-type: none">• A copy of the Training Certificate should be uploaded. |
| Open Ratings Report | <ul style="list-style-type: none">• (Past Performance and Evaluation Report) Must be current within 1 year from date of offer. Recommended Score of 80% or more. |
| Subcontracting Plan | <ul style="list-style-type: none">• Must be submitted by “Other than small companies,” if the contract value is expected to be \$700,000 or more, and has a possibility of subcontracting opportunities. |

Ensure the offer is within scope for the SINs Applied

Required Documents

| Document Name | Definition |
|--|---|
| Commercial Sales Practice Format (CSP-1) | <ul style="list-style-type: none">• Template provided to outline commercial sales only. Sales should be provided for each SIN you are applying to. Will ask about any written discount policies and if these discounts are better than or equal to the pricing offered to the government. |
| Financial Statements (2 Years) | <ul style="list-style-type: none">• From date of offer (Balance Sheet, Income Statement, Net Income/Loss). Provide an explanation for any negative financial information disclosed, including negative equity or income. |
| Price Proposal Template | <ul style="list-style-type: none">• Outlines prices you will offer to the government. This document should not be modified in any way. Do not leave any sections blank to avoid a possible rejection of your offer. |
| Pricing Support (Invoices/SOW) | <ul style="list-style-type: none">• Should be the same percentage discounts being offered in the CSP-1. Should show the same prices in the Price Proposal Template (invoices/SOW dated in current year). |
| Commercial Price List or Market Rate Sheet | <ul style="list-style-type: none">• (Whichever applies) List of current Commercial Prices dated between 1 to 3 years of offer. |
| Professional Compensation Plan | <ul style="list-style-type: none">• Submission of the general compensation practices printed in the offeror's employee handbook is often sufficient. State uncompensated overtime. |

Required Documents

| Document Name | Definition |
|--------------------------------|--|
| Technical Proposal | <ul style="list-style-type: none">• A Technical Proposal is a description of the items being offered in sufficient detail, and is similar to how businesses would respond to RFPs and RFQs.• It should confirm all the information that you have submitted.• Each schedule has its own technical proposal. |
| Letter of Supply | <ul style="list-style-type: none">• This is a form letter that binds the supplier or manufacturer to the GSA Schedule contract holder, to ensure products will be provided for the duration of the contract. |
| Previous FSS Rejections | <ul style="list-style-type: none">• If your company has received any previous Schedule contract offer rejections, you should include copies of any rejection or cancellation letters received within the last 2 years of your offer.• Be sure to include the name and phone number of the assigned GSA contract specialist or CO, and include the contract number and price list for that previously cancelled Schedule contract. |
| Previous Cancellations | <ul style="list-style-type: none">• A copy of the cancellation letter or notification• Current Federal sales in excess of \$25,000, as evidenced by copies of contractual documents that identify the Federal entity and the date and value of the product or services provided, Demonstration that there is a reasonable expectation that any future award will comply with clause I-FSS-639 Contract Sales Criteria,• A marketing plan detailing the steps you plan to take to generate sales through a new GSA Schedule contract. |

How to Submit

The screenshot shows a web browser window with the following elements:

- Browser Tabs:** eOffer/eMod Home, About eOffer, Digital Certificates, Help Me Choose | IdenTrust, GSA eLibrary Schedule Sum.
- Address Bar:** https://eoffer.gsa.gov/
- Header:** GSA logo, eOffer/eMod title, and a sub-header: "eOffer/eMod is a tool to submit Contract Offers and Contract Modification requests to GSA Federal Acquisition Service online." Navigation icons for Home and Help are on the right.
- Main Content Area:** Three light blue boxes with dark blue buttons:
 - Contract Offers:** "Prepare an Offer" button. Text below: "Prepare, Submit, or Update an eOffer Before you begin..."
 - Contract Modifications:** "Submit a Modification" button. Text below: "Prepare, Submit, and Correct a Modification Request Before you begin..."
 - FAS Sales Reporting:** "Report Sales" button. Text below: "Report Sales Data"
- Guidelines Section:**
 - Guidelines:** You are required to have a **digital certificate** for access into the eOffer/eMod applications, to authenticate you against the authorized negotiators list for your offer/modification, and to sign the final contract/modification documents electronically. To obtain a digital certificate, please click on the link under the "About eOffer" section below titled (Digital Certificates). You will see links for the two providers authorized to sell the Business Representative Identity Certificates.
 - Please be aware, that it will take between **7 and 14 days** for a digital certificate to be issued after you have notarized your paperwork and submitted it to the company and that digital certificates must be updated every two (2) years. It is imperative that you as contractors keep your digital certificates current. An expired digital certificate will delay the ability to submit an electronic offer or modification.
 - Furthermore, please ensure that you back up your certificate. Check the eOffer user guide under the "Customer Assistance and Training" section to find the procedures for backing up your certificate. By backing up your certificate, if something happens to your computer, you will have a copy to import on your new computer.
 - Also remember you must add your name to the "Authorized Negotiators" list EXACTLY as it appears on your digital certificate. If the names **DO NOT** match EXACTLY you **WILL NOT** be able to access the eOffer/eMod applications.
 - You may now use your DOD ECA certificates to access the eOffer homepage. Select the Digital Certificate section below for additional details.
 - eOffer/eMod was recently enhanced to capture "Product" data elements in a formatted manner. The Formatted Products Tool (FPT) is a process that captures all line items in a formatted template, sends those line items through a standardization process, and allows the user to send their product and catalog data directly to GSA Advantage upon award.
- Learn more about:**
 - eOffer
 - eMod
 - Mandatory eMod Pilot (PDF)
 - Digital Certificates
 - Authorized Negotiators
 - Subcontracting Plan Model Template
 - Readiness Assessment
- View Solicitations:**
 - Multiple Award Schedules (MAS) Solicitations
 - Non-MAS Solicitations
- Customer Assistance and Training:**
 - System Release Notes
 - eOffer/eMod Interactive Help Center
 - User Guide for Authorized Negotiators (MSDOC)
 - Contact Us
- Notifications:**
 - NEW** FPT Rollback Information (MSDOC)
 - Site Maintenance Schedule
- UPC-A Data Submission:**
 - List of UPC-A Schedules and SInS (MSDOC)

Locate, Read, and Understand the MAS Solicitation

- Visit eoffer.gsa.gov
- On the right side navigation to click **Multiple Award Schedule (MAS) Solicitations**
- Find the MAS Solicitation

The screenshot shows the GSA eOffer/eMod website interface. At the top left is the GSA logo. The main header reads "eOffer/eMod" with a sub-header: "eOffer/eMod is a tool to submit Contract Offers and Contract Modification requests to GSA Federal Acquisition Service online." On the top right is a "Home" button with a house icon. Below the header, the page title is "PUBLISHED SOLICITATIONS". A paragraph of text states: "The consolidated Multiple Award Schedule Solicitation (47QSM20R0001) is open to offers as of October 1, 2019. Legacy Schedule solicitations are available to view here as a resource, but no new offers will be accepted under these solicitations." Below this is a timestamp: "List of Schedule Solicitations published as of 2020-02-06 08:29:24.875". A table with four columns is displayed: "Schedule", "Title", "Solicitation and Refresh", and "Published on". The table contains one row with the following data: "MAS", "Multiple Award Schedule", "47QSM20R0001 Refresh # 0001", and "2020-01-29".

| Schedule | Title | Solicitation and Refresh | Published on |
|----------|-------------------------|-----------------------------|--------------|
| MAS | Multiple Award Schedule | 47QSM20R0001 Refresh # 0001 | 2020-01-29 |

GSA MAS (CONT.)

GSA Multiple Award Schedules (MAS)

Overview of GSA Multiple Awards Schedules (MAS)

www.gsa.gov/masroadmap

GSA MAS Solicitation

To download the GSA MAS Solicitation, please follow the instructions below:

1. www.gsaelibrary.gsa.gov
2. type "MAS" into the search bar
3. Click "MAS"
4. Click on "Contractors click here to view the current solicitation on sam.gov" box
5. Click on SOLICITATION DOCUMENT...
6. You will find the instructions in Section I. Offer Preparation Instructions and Evaluation Criteria .

GSA Interact - MAS updates and information

<https://interact.gsa.gov/groups/multiple-award-schedules>

GSA MAS (CONT.)

GSA Multiple Award Schedules (MAS)

| | |
|---|---|
| MAS Office Hours Monthly Webinars | gsa.gov/events to view the calendar |
| Register for the Monthly MAS Office Hours Webinars directly | https://gsa.zoomgov.com/webinar/register/WN_EETVm2LNRH2MeM90Kg_D-A |
| View previous MAS Office Hours webinars | https://www.youtube.com/playlist?list=PLvdwyPgXnxxX3I6FfCXIB5GK0QKfi1EEq |
| GSA MAS Questions | Email: MASPMO@gsa.gov |

SMALL BUSINESS RESOURCES

Additional Solutions:



U.S. Small Business
Administration



Small Business
Small Business Is Our Mission

What would you like to know?

[Training Resources](#) | [Doing Business with GSA](#) | [Events and Contacts](#) | [Contracting Forecast Tool](#)

www.gsa.gov/smallbusiness

www.gsa.gov/events

SMALL BUSINESS RESOURCES (Cont.)

GSA Small Business Support

| Name | Phone | Email | Region |
|--|--------------|-----------------------------|--------------------------------|
| Anthony Caruso Small Business Specialist | 213-200-0946 | Anthony.caruso@gsa.gov | CA, NV, AZ, HI |
| William (Bill) Strobel Small Business Specialist | 816-926-3258 | William.strobel@gsa.gov | IA, KS, MO, NE |
| Jerry Smith Small Business Specialist | 617-565-8102 | Jerry.d.smith@gsa.gov | CT, MA, ME, NH, RI, VT |
| Kimberly Hutchinson Small Business Specialist | 312-353-1889 | Kimberly.hutchinson@gsa.gov | IL, IN, MI, MN, OH, WI |
| Eric Rettig Small Business Specialist | 303-462-5119 | Eric.rettig@gsa.gov | CO, MT, ND, SD, UT, WY |
| Helena Koch Small Business Specialist | 215-518-9778 | Helena.koch@gsa.gov | DE, MD, NJ, PA, VA, WV |
| Albert Garza Small Business Specialist | 817-978-2828 | Albert.Garza@gsa.gov | AR, LA, NM, OK, TX |
| Major George, Jr. Small Business Specialist | 404-215-6740 | Major.george@gsa.gov | AL, FL, GA, KY, MS, NC, SC, TN |

<https://www.gsa.gov/contactgroup/small-business-support>

Questions?

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