

Acquisition Hour

# Is a GSA Schedule Right for Your Business?

March 26 | Noon – 1:00 pm

Presented by:

Carol Murphy, Wisconsin Procurement Institute





*Assisting Wisconsin businesses compete in the government marketplace.*

## **WPI is Wisconsin's APEX ACCELERATOR**

The APEX Accelerators program, under management of the Department of Defense (DOD) Office of Small Business Programs (OSBP), plays a critical role in the Department's efforts to identify and engage with a wide range of businesses entering and participating in the defense supply-chain. The program provides the education and training that all businesses need to participate to become capable of participating in DOD and other government contracts.

## **WPI provides services and training to all of Wisconsin's 72 counties**

- Individual counseling at our offices, client's facility or virtually
- Small group training – webinars and workshops including Acquisition Hours, Cyber Fridays, Evening FAR sessions, Federal Market Insights and Local Government Sales Opportunities
- Conferences the Governors Marketplace, The Contracting Academy (TCA), WEDCs Small Business Academy, Wisconsin Federal Contractor Forum [DC and in-state], Government Opportunities Business Conference GOBC) with WI military bases, End of Year Federal Contractor Update, Annual DOD Contract Management Update, and more.....

[www.wispro.org](http://www.wispro.org)

# WPI OFFICE LOCATIONS

- **MILWAUKEE**

- *Technology Innovation Center*

- **MADISON**

- *FEED Kitchens*
- *Dane County Latino Chamber of Commerce*
- *Wisconsin Manufacturing Extension Partnership (WMEP)*
- *Madison Area Technical College (MATC)*

- **CAMP DOUGLAS**

- *Juneau County Economic Development Corporation (JCEDC)*

- **EAU CLAIRE**

- *Western Dairyland*

- **FOND DU LAC**

- *Envision Greater Fond du Lac*

- **GREEN BAY**

- *NWTC Startup Hub*

- **LACROSSE**

- *Veterans in Professions*

- **MANITOWOC**

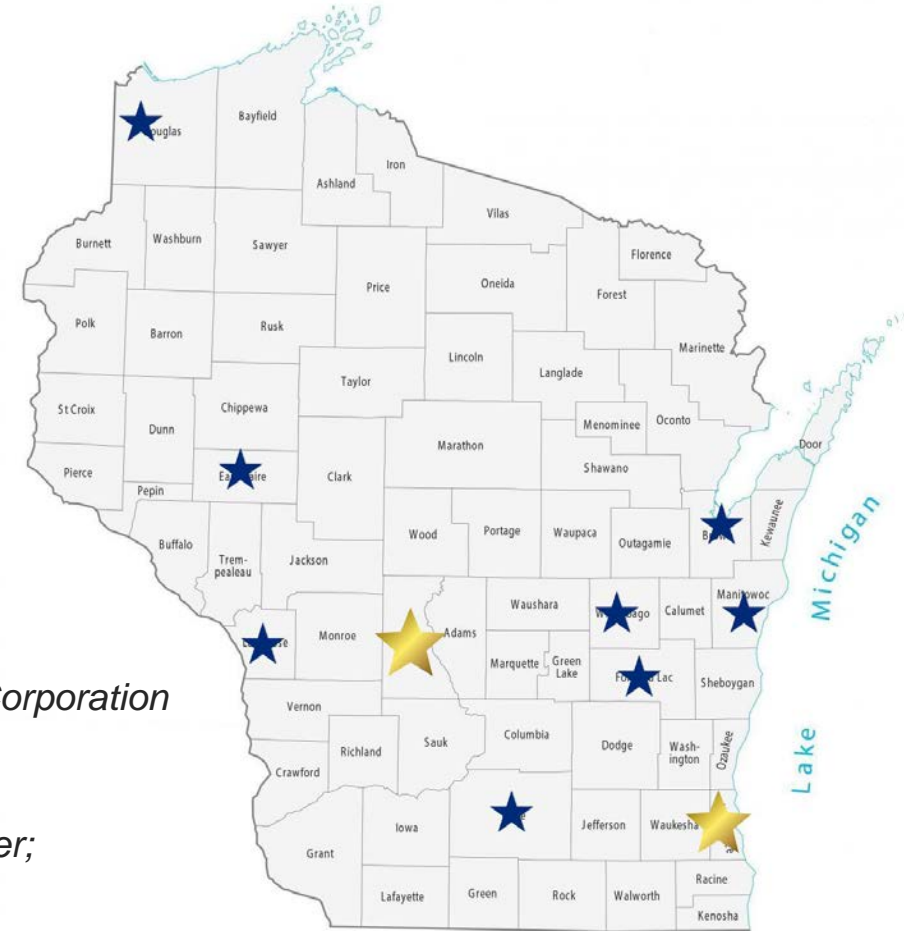
- *Progress Lakeshore*

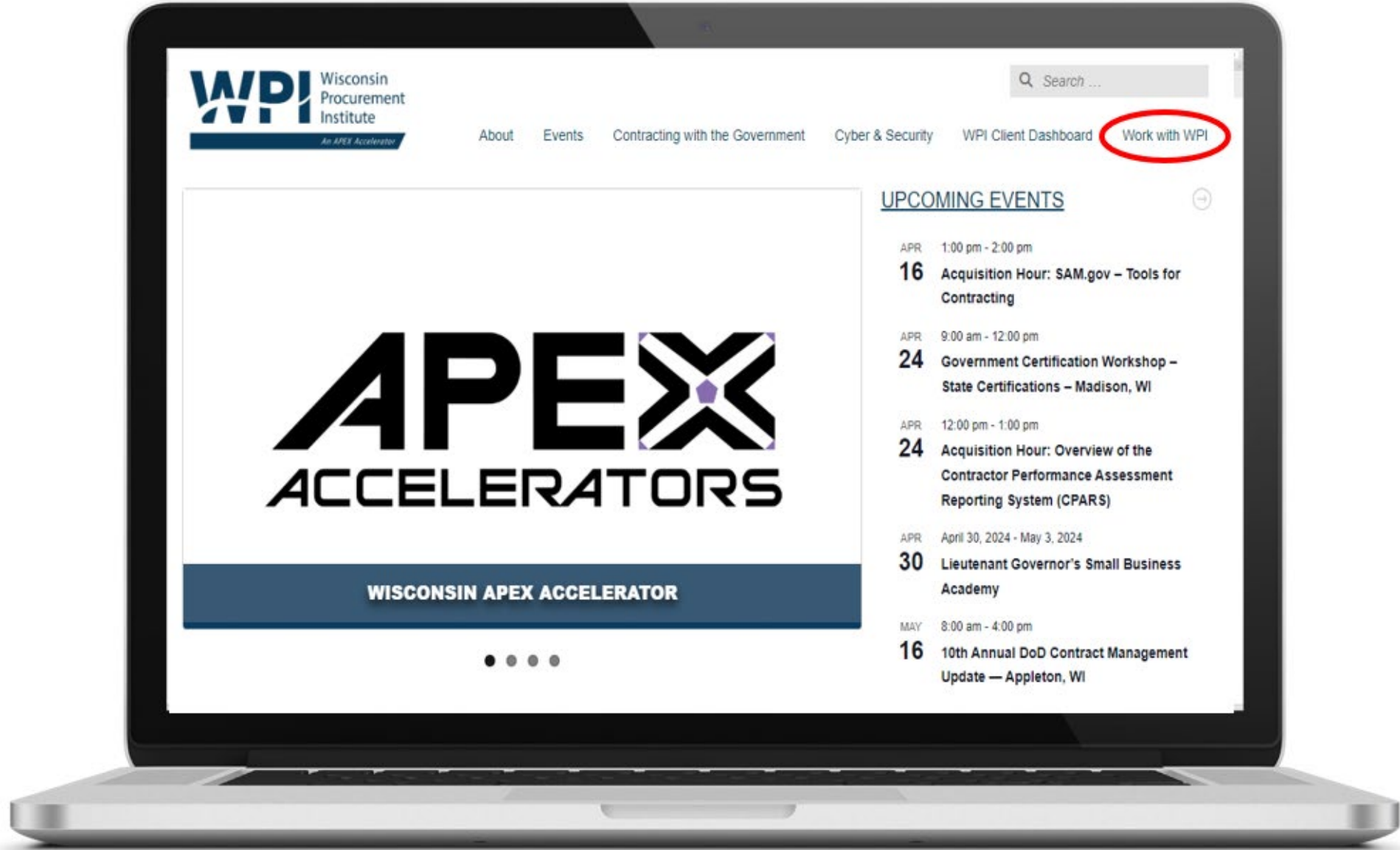
- **OSHKOSH**

- *Greater Oshkosh Economic Development Corporation*

- **SUPERIOR**

- *Small Business Dev Center; UW Superior*





# What we will cover today

- Overview of GSA Schedules
- Who should consider a GSA Schedule
- GSA MAS Categories
- Application Process
- After Contract Award
- Tips to Market your Schedule
- Success and Challenges
- Websites

# OVERVIEW OF GSA SCHEDULES

# What is a GSA Schedule?

- General Services Administration (GSA) carries out the Multiple Award Schedule (MAS). The terms “GSA Schedule,” “Multiple Award Schedule,” and “Federal Supply Schedule (FSS)” all refer to the same Program
- The Program is designed to enable ordering activities to purchase commercial products and/or services quickly, efficiently, at fair and reasonable prices, and still meet all the requirements of the Federal Acquisition Regulation (FAR), saving time and money
- Schedules are Indefinite Delivery, Indefinite Quantity (IDIQ) contracts providing an indefinite quantity of supplies and services at stated prices over a fixed period of time that are available for use by federal agencies worldwide and other authorized users

# What is a GSA Schedule?

- A GSA Schedule is composed of categories of Special Item Numbers (SINs) codes that groups similar products and services together – total of 323 SINS
- Federal agencies and authorized users obligate over \$35 billion annually through GSA MAS contracts
- Awarded for a base period of five years with potential for 3 five-year option periods, resulting in a 20 year contract
- A GSA Schedule is *not* a mandatory source. Getting a GSA Schedule contract does *not* guarantee business with the government
- Considered a “hunting license”

# How a GSA Schedule Works

- GSA enters into contracts with commercial firms to provide commercial products and services to federal agencies and other authorized users
- Contract holders must market their contract to potential buyers
- The GSA Schedule contract provides no guarantee of sales
- Buying activities place orders directly with MAS contractors to acquire products and services to meet their procurement needs
- US Department of Veterans Affairs is responsible for Medical, Dental, Pharmaceuticals, Laboratory, and Healthcare Professional schedules

# GSA Schedule Streamlines Ordering Process

- Federal buyers may find the streamlined ordering procedures for ordering from MAS contracts easier to achieve compliance with the federal procurement rules and regulations
- Helps buyers obtain the products and services they need right away
- Learn more about the procedures that federal buyers must follow at Federal Acquisition Regulation (FAR) Part 8.4

# WHO SHOULD CONSIDER A GSA SCHEDULE

# Who should consider a GSA Schedule?

A company may want to consider obtaining a GSA Schedule Contract if they have

- Customers requesting them to obtain a contract
- Experience selling to government agencies
- Competitors with GSA schedules
- Completed market research supporting GSA sales
- Financial stability
- Two years in business with past performance record
- Commercially available products with nation-wide coverage

# GSA MAS CATEGORIES

# MAS Categories

The MAS Program is organized around the 12 governmentwide categories prescribed by the Office of Management and Budget (OMB)

<b>Facilities</b>	<b>Furniture and Furnishings</b>	<b>Human Capital</b>	<b>Industrial Products and Services</b>
<b>Information Technology</b>	<b>Miscellaneous</b>	<b>Professional Services</b>	<b>Office Management</b>
<b>Scientific Management and Solutions</b>	<b>Security and Protection</b>	<b>Transportation and Logistics</b>	<b>Travel</b>

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# MAS Subcategories

Facilities	Furniture & Furnishings	Human Capital	Industrial Products & Services	Information Technology	Miscellaneous
<ul style="list-style-type: none"> <li>• Structures</li> <li>• Facilities Services</li> <li>• Food Service Equipment</li> <li>• Facilities Supplies</li> <li>• Facilities Solutions</li> <li>• Facilities Maintenance and Repair</li> </ul>	<ul style="list-style-type: none"> <li>• Miscellaneous Furniture</li> <li>• Office Furniture</li> <li>• Flooring</li> <li>• Fitness Solutions</li> <li>• Signs</li> <li>• Household, Dormitory &amp; Quarters Furniture</li> <li>• Packaged Furniture</li> <li>• Healthcare Furniture</li> <li>• Furniture Services</li> </ul>	<ul style="list-style-type: none"> <li>• Human Resources</li> <li>• Background Investigations</li> <li>• Compensation and Benefits</li> <li>• Temporary Help Services</li> <li>• Social Services</li> </ul>	<ul style="list-style-type: none"> <li>• Industrial Products</li> <li>• Packaging</li> <li>• Cleaning Supplies</li> <li>• Fire /Rescue / Safety / Environmental Protection Equipment</li> <li>• Hardware and Tools</li> <li>• Fuel Management</li> <li>• Machinery and Components</li> <li>• Test and Measurement Supplies</li> <li>• Industrial Products and Services Maintenance and Repair</li> </ul>	<ul style="list-style-type: none"> <li>• IT Hardware</li> <li>• IT Software</li> <li>• Telecommunications</li> <li>• IT Solutions</li> <li>• IT Training</li> <li>• Electronic Commerce</li> <li>• IT Services</li> </ul>	<ul style="list-style-type: none"> <li>• Apparel</li> <li>• Complimentary Special Item Numbers (SINs)</li> <li>• Personal Hair Care Items</li> <li>• Musical Instruments</li> <li>• Awards</li> <li>• Flags</li> </ul>

# MAS Subcategories

Office Management	Professional Services	Scientific Mgmt & Solutions	Security & Protection	Transportation & Logistics Services	Travel
<ul style="list-style-type: none"><li>• Printing and Photographic Equipment</li><li>• Office Supplies</li><li>• Audio Visual Products</li><li>• Media Services</li><li>• Media Products</li><li>• Records Management</li><li>• Document Services</li><li>• Office Services</li><li>• Audio Visual Services</li><li>• Mail Management</li><li>• Office Management Maintenance and Repair</li></ul>	<ul style="list-style-type: none"><li>• Marketing and Public Relations</li><li>• Financial Services</li><li>• Legal Services</li><li>• Technical &amp; Engineering Services (non-IT)</li><li>• Business Administrative Services</li><li>• Logistical Services</li><li>• Language Services</li><li>• Environmental Services</li><li>• Training</li><li>• Identity Protection Services</li></ul>	<ul style="list-style-type: none"><li>• Laboratory Equipment</li><li>• Laboratory Animals</li><li>• Search and Navigation</li><li>• Medical Equipment</li><li>• Testing and Analysis</li><li>• Scientific Services</li></ul>	<ul style="list-style-type: none"><li>• Protective Equipment</li><li>• Security Services</li><li>• Security Systems</li><li>• Security Animals and Related Services</li><li>• Marine and Harbor</li><li>• Testing Equipment</li></ul>	<ul style="list-style-type: none"><li>• Motor Vehicles (non-Combat)</li><li>• Automotive Body Maintenance and Repair</li><li>• Packaging Services</li><li>• Package Delivery</li><li>• Transportation of Things</li></ul>	<ul style="list-style-type: none"><li>• Employee Relocation</li><li>• Lodging</li><li>• Travel Agent and Misc Services</li></ul>

# GETTING STARTED

# Research and Assess

- Conduct market research
  - Perform market analysis of the Federal marketplace and the MAS program
  - Is your product or service purchased through a GSA Schedule?
  - Do potential customers identified use the MAS program? If not, are they eligible and willing to do so?
  - Who is your competition?
  - Can you compete with other MAS contractors?
  - Do customers favor your products and services over the competition?
  - How can you differentiate your company from other competition on the SIN(s) where you want to submit a proposal?
- Understand the basic qualifications for obtaining a Schedule contract
- Know what to expect if awarded a Schedule contract
  - This includes compliance, minimum sales, sales reporting, and pricing requirements and considerations.

# Research Past Sales

GSA websites can help you conduct market analysis to ensure your organization can compete for MAS order awards:

- GSA eLibrary - [Welcome to GSA eLibrary](#)
- GSA Advantage! - [Welcome to GSA Advantage!](#)
- GSA Vendor Support Center includes various links to research past sales
  - Schedule Sales Query Plus (SSQ+)
  - GSA Advantage Archive Sales
  - USAspending.gov

## [Vendor Support Center](#)

VA Schedule Sales Query -

[VA Schedule Sales Query - Office of Procurement, Acquisition and Logistics \(OPAL\)](#)

# GSA eLibrary

- One source for the latest GSA contract award information
- Locate a Schedule category (or Special Item Number (SIN))
- Access all MAS categories, subcategories, and active contractors
- Identify your category and assess your potential competitors
- Locate competitors contract terms and conditions
- Locate competitors price lists

# GSA e-Library

**GSA eLibrary** GSA Federal Acquisition Service Home eBuy - quotes GSA Advantage - online shopping Help

Welcome! GSA eLibrary is your one source for the latest GSA contract award information. GSA offers unparalleled acquisition solutions to meet today's acquisition challenges. GSA's key goal is to deliver excellent acquisition services that provide best value, in terms of cost, quality and service, for federal agencies and taxpayers.

GSA offers a wide range of acquisition services and solutions utilizing a variety of tools and processes to meet the customer's specific needs including Multiple Award Schedules, Governmentwide Acquisition Contracts, Technology Contracts, and Assisted Acquisition Services. For more information on what GSA has to offer, visit GSA.gov.

**Search**  in **all the words** **Search**  
Enter Keywords, Contract Number, Contractor/Mfr Name, Schedule/ST#, GWAC Number, NAICS Total Solution Search

**Contractor Directory (a-z)**

**Category Guide**

- Facilities
- Human Capital
- Information Technology
- Office Management
- Scientific Management and Solutions
- Transportation and Logistics Services
- Furniture & Furnishings
- Industrial Products and Services
- Miscellaneous
- Professional Services
- Security and Protection
- Travel

**News...**

**Use Your FAS ID to Log Into eBuy Open**  
Changes are coming to the way you access eBuy Open! As you may have heard, MAX.gov is being decommissioned at the end of the calendar year. Starting Dec. 13, 2024, you will need your FAS ID to log into eBuy Open. Be on the lookout for further information.

**Get Quotes**

GSA eBuy is an easy-to-use electronic Request for Quotation (RFQ) system designed to facilitate the request for submission of quotations. With eBuy, getting quotes is just a click away!

**Additional Information**

- Customers**
  - eBuy Open
  - Connect With Your Customer Service Director
  - Training Opportunities
  - FPDS-NG
  - EPLS
  - GSA Strategic Sourcing BPAs
  - Acquisition Gateway
- Contractors**
  - FedBizOps
  - Schedules Sales Query
  - Vendor Support (VSC)

**Quick Search**  
Go to **Select a Contract Vehicle**

**Schedule Contracts**  
GSA schedule contracts offer direct delivery of millions of state-of-the-art, high-quality commercial supplies and services at volume discount pricing!  
▶ View schedule contracts  
▶ GSA schedules info  
▶ VA schedules info  
▶ MAS Available Offerings  
▶ MAS Clause Applicability Matrix

**Technology Contracts**  
GSA technology contracts cover the whole spectrum of IT solutions, from network services and information assurance to telecommunications and purchase of hardware and software.  
▶ View technology contracts  
▶ GSA technology contracts info

**State and Local Governments**

**Cooperative Purchasing**  
Purchase IT products, services, and support equipment from Federal Supply Schedules.  
▶ View participating vendors  
▶ Cooperative Purchase FAQ

**Disaster Purchasing**  
Purchase products and services to facilitate recovery from a major disaster.  
▶ View participating vendors  
▶ Disaster Purchasing FAQ

# GSA eLibrary



GSA Federal Acquisition Service

Home eBuy - quotes GSA Advantage - online shopping Help

Search:  all the words

## Contractor List

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

#1 STRATEGIC SOLUTIONS, LIMITED LIABILITY COMPANY	AEGIS SCIENCES CORPORATION	ANTHONY & ASSOCIATES, INC.
0625 LLC (DBA: RINSADA)	AEGIS SECURITY AGENCY LLC	ANTHONY TIMBERS LLC
1 ACORD SERVICES, LLC	AEGIS.NET, INC.	ANTHRO INTERNATIONAL, INCORPORATED
1 ADAPTIVE ARROW ALLIANCE LLC	AEHS INCORPORATED	ANTIUM LLC
1 MISSION PARTNERS	AEIO LLC	ANTRA INC
1 SOURCE CONSULTING, INC.	AEON NEXUS CORP	ANU SOFTWARE CONSULTANTS INC
1 SYNC PYRAMID LLC	AEONRG LLC	ANVAYA SOLUTIONS INC
1 SYNC TECHNOLOGIES LLC	AERIAL INFORMATION SYSTEMS, INC	ANVIL CASES INC
101 MOBILITY, LLC	AERIAL PRODUCTIONS INTERNATIONAL, INC.	ANVIL DIGITAL, LLC
1013 ENTERPRISE L.L.C.	AERIAL SERVICES, INC.	ANVIL JV CONSULTING LLC
10GFEDSUPPLY, LLC	AERMOR LLC	ANVS INC
10NOVATE, INC.	AERO E H & S INC	ANYLOGIC NORTH AMERICA, LLC
11400, INC.	AERO SPECIALTIES INC	ANYPLACE MANAGEMENT & DIAGNOSTICS INC
11TH HOUR SEARCH LLC	AERO THERMO TECHNOLOGY, INC	ANYTHINGIT, LLC.
17TH ST PHOTO SUPPLY, INC.	AERO US, INC.	AOC APPLIED SOLUTIONS LLC
1800ADMIN, LLC	AERO-GRAPHICS INC	AOC CONNECT LLC
1901 GROUP, LLC	AEROBODIES FITNESS COMPANY, INC.	AOC SOLUTIONS, INC
1A1 INNOVATIONS LLC	AEROCLOVE LLC	AON CONSULTING, INC.
1AGILE TECHNOLOGIES, LLC	AERODYNE INDUSTRIES, LLC (DBA: AERODYNE INDUSTRIES LLC)	AOPD, INC.
1ALPHASTARS3 LLC	AERONIX, INC.	AOTI, INC.
1BF GROUP, LLC	AEROSOL MONITORING & ANALYSIS, INC.	AP&O SOLUTIONS, LLC
1CLICKSECURITY LLC	AEROSPACE BUSINESS DEVELOPMENT ASSOCIATES, INC.	APAL SOLUTIONS, LLC
1CYBERFORCE, LLC	AEROTECH MAPPING INC	APAU, LLC
1FORCE SECURE SOLUTIONS, LLC	AES CORPORATION	APC EQUIPMENT & MANUFACTURING INC
1PRO MEDIA INC., II	AES GROUP INC	APCO GRAPHICS, INC.
1PROSPECT TECHNOLOGIES, LLC	AES SYSTEMS INC	APELON, INC.
1SPATIAL INC	AESA CONSULTING LLC	APERIA SOLUTIONS, INC.
1ST ALL FILE RECOVERY USA INC	AET FEDERAL INC.	APERIO GLOBAL LLC
1ST AMERICAN MEDICAL DISTRIBUTOR	AETOS LLC	APERTURE SOLUTIONS GROUP, INC.
1ST CHOICE TANDEM, LLC	AETOS SYSTEMS INC	APEX ANALYTICS GROUP, INC.
1ST CHOICE, LLC	AETOTECH LLC	APEX COLLABORATIVE TECHNOLOGIES LLC

# GSA eLibrary

## Search Results Summary

Search Criteria: pallets

Instructions: Click the source number to view a list of categories. Click the category number (i.e. SIN) to view a list of contractors.

### Description matches

Source	Description
MAS	Multiple Award Schedule - Available offerings include commercial goods and services organized by 12 Large Categories, corresponding Subcategories, and SINs.
	Industrial Products and Services - Packaging
	Category Description
	<b>3PACK</b> Packaging Materials - Packaging materials including bags, bottles, boxes, cartons, container systems, metal drums, packaging and packing bulk materials. Air bubble protective wrap, kraft paper, steel strapping, plastic strapping, stainless steel wing seals, strapping and sealing kit, steel strapping cart dispenser, sealer, stretch wrap, pallet, stretch wrap, machine stretch wrap, hand stretch wrap dispenser, shrink wrap, packaging tape, paper band, steel strapping edge protector, glassine paper, volatile corrosion inhibitor treated paper, chemically neutral wrapping paper, dispensary wrapping paper, laminated & creped wrapping paper, meat wrapping paper, plastic coated wrapping paper, tissue wrapping paper, freight retaining strip, gummed tape and tie wire.
	Industrial Products and Services - Industrial Products
	Category Description
	<b>321920</b> Pallets, Plastic and Wood - Airfreight, export/import pallet, treated pallet, untreated pallet, drum pallet, wooden pallet, lightweight air cargo, heavy duty reversible pallet, plastic pallet, poly pallet, euro pallet, ISO container 6-ft loading ramp, flat utility pallet, motorcycle insert fixture pallet, motorcycle insert fixture pallet, tire rack insert pallet, disposable plastic corrugated pallets and omni pallet with runners.
	<b>332999P</b> Spill Containment Units, Containment Pallets, Non-Wooden Pallets - Includes spill containment units and pallets, such as drive-on berms, drum overpacks, containment mats, etc. Includes all options and accessories related to these products.
	Transportation and Logistics Services - Packaging Services
	Category Description
	<b>561910</b> Packaging Services - Consolidation and Container loading of shipments, track & arrange freight shipments, hold bulk shipments in storage, and repacking services. This service also included over-wrapping, cello-wrapping, shrink wrapping, sample packet affixing, conveyor line kit packaging, basket packaging, radio frequency identification security tags, design services, consulting services lab testing, pallet repair and recycling, packager-not mover, design-packaging systems, assessments, assembly, documentation, quality assurance documents, material safety data sheets (msds), raw material certification, customs invoices, certificate of compliances, certificate of origins and, mailing and collating services

### Contractor/Manufacturer matches

Source	Description
MAS	Multiple Award Schedule - Available offerings include commercial goods and services organized by 12 Large Categories, corresponding Subcategories, and SINs.
	Contractors
	<b>PALLET PBC</b> [47QSWA24D0007] <b>PREMIER PALLETS, INC.</b> [47QSMS25D000L]
	Manufacturers
	20 Manufacturers

# GSA eLibrary

## Contractor Listing

For general questions, contact:  
**FAS National Customer Service Ctr**  
 Phone: 1-800-488-3111  
 E-mail: ncscustomer.service@gsa.gov



MAS Multiple Award Schedule

Industrial Products and Services - Industrial Products

Category: Description

**321920** Pallets, Plastic and Wood Airfreight, export/import pallet, treated pallet, untreated pallet, drum pallet, wooden pallet, lightweight air cargo, heavy duty reversible pallet, plastic pallet, poly pallet, euro pallet, ISO container 6-ft loading ramp, flat utility pallet, motorcycle insert fixture pallet, motorcycle insert fixture pallet, tire rack insert pallet, disposable plastic corrugated pallets and omni pallet with runners.

10 contractors

Limit To:  Sort:  Search T&Cs/Price List:

Download Contractors (xls)

Contractor		Contract #	Phone	City, State	Socio-Economic	Terms & Conditions / Price List	View Catalog
AMERICAN PACKAGING I, INC.		47QSEA20D003D	315-253-4809	AUBURN ,NY	s/w/vvo	<input type="button" value="Terms &amp; Conditions + Price List"/>	
DBISP LLC		GS-03F-056DA	317-222-1671	INDIANAPOLIS ,IN	s/d/8a/8aS	<input type="button" value="Terms &amp; Conditions + Price List"/>	
DIVINE IMAGING INC.		47QSWA19D002X	3105794000	MALIBU ,CA	s/w/vvo/evi/d	<input type="button" value="Terms &amp; Conditions + Price List"/>	
FORMALL, INC		47QSEA23D003B	800-643-3676	CLINTON ,TN	s	<input type="button" value="Terms &amp; Conditions + Price List"/>	
GMS INDUSTRIAL SUPPLY, INC.		GS-07F-0369V	7574731467	VIRGINIA BEACH ,VA	s/w	<input type="button" value="Terms &amp; Conditions + Price List"/>	
INTERNATIONAL COMMERCE & MARKETING CORP.		GS-03F-077CA	18002294500	MILWAUKEE ,WI	s	<input type="button" value="Terms &amp; Conditions + Price List"/>	
JIFRAM EXTRUSIONS, INC.		47QSEA22D004H	920-467-2477	SHEBOYGAN FALLS ,WI	s	<input type="button" value="Terms &amp; Conditions + Price List"/>	
M-PAK, INC.		47QSEA20D0046	413-829-1058	ALEDO ,TX	s/w/vvo	<input type="button" value="Terms &amp; Conditions + Price List"/>	
PREMIER PALLETS, INC.		47QSMS25D000L	8139864889X106	RIVERVIEW ,FL	s	<input type="button" value="Terms &amp; Conditions + Price List"/>	
SUPPLY KING USA, LLC		47QSHA22D0022	917-268-9222	NANUET ,NY	s	<input type="button" value="Terms &amp; Conditions + Price List"/>	

# GSA Advantage

- Government's premier online shopping system (Think Amazon)
- Government buyers use GSA Advantage to purchase products, services, and solutions from GSA Schedule contract holders
- Search for products, services, and suppliers
- Perform market research
- Compare features, delivery times, and warranty terms
- Compare the pricing and terms and conditions of competitors to determine how competitive you are likely to be


# GSA Advantage



MY ACCOUNT ▾ NSN ORDERING ▾ eTOOLS ▾ HELP REGISTER LOGIN

Search Products ▾ Enter search keyword(s)   Advanced Search


**Related Products** NEWS



Accessory items are now Related Products and available for standalone purchase!

[Learn More](#)

**New Mod "Close Contract For New Awards" Enhances Transparency** NEWS



[Learn More](#)

**Billing Address ZIP CODE** NEWS



Add a Billing Address Zip Code for Faster Processing

[Learn More](#)

**Strategic Sourcing**

Leveraging Government buying power to get you the best value and price.

Products ▾

Services ▾

[View All Offerings »](#)

# Basic Qualifications

Businesses interested in obtaining a GSA MAS contract should be able to answer yes to the following questions

- Does market research show that federal, state, and local governments are buying the types of products and services that your company wants to offer?
- Have you been in business for at least two years and have two years of financial statements to support this?
- Do you have evidence of successful past performance for each SIN you are considering?
- Do you have the resources to market your commercial products and services after the award of the contract?

*The award of a GSA MAS contract **does not** guarantee future sales, and it is up to you to market your company*

# APPLICATION PROCESS

# Application process

- Active Registration in System for Award Management (SAM) reflecting North American Industrial Classification System (NAICS) codes for products/services proposed
- Have been in business for 2 years and able to provide 2 years of balance sheets and income statements
- Complete mandatory Pathways to Success Training
- Complete mandatory MAS Readiness Assessment
- Have a dedicated person
- Proposed products must be from designated compliant countries in accordance with the Trade Agreements Act
- Select the Special Item Number (SIN) that best aligns to the commercial products and/or services

# Application process (cont)

- Prepare all contractual paperwork – submit a complete proposal
- Provide most favored customer pricing
- Will take up to 200+ man hours
- Could take up to one year to receive an award
- Should have good reputation and web presence
- Need to list any commercial customer receiving a price discount and what the discount is
- You do not need to hire a consultant; you can do this yourself with WPI assistance

# The MAS Solicitation

- GSA is continuously looking for highly qualified firms to increase competition and serve the needs of ordering activities
- The MAS solicitation is continuously open to receive new offers and to award new MAS contracts, however, GSA may close some SINS for a period of time
- Take the time you need to submit a complete proposal
- There is no deadline to meet
- Proposals are submitted electronically on-line

# Obtain the Solicitation

- The GSA Multiple Award Schedule Solicitation is available on SAM
- Use the link to access solicitation [SAM.gov](https://sam.gov)
- Understand the MAS Solicitation: Download, read, and understand the entire solicitation and applicable category attachment(s).
- Pay close attention to Solicitation Provision SCP-FSS-001, Instructions to Offerors contained within the solicitation
- Use the MAS Roadmap - [Roadmap to get a MAS contract | GSA](#)

# Documents to Include

- Cover letter
- Agent authorization letter
- Letter of supply (products only)
- Price proposal template – submit competitive prices
- Financial statements
- Subcontracting plan (if you are not a small-business concern)
- Technical proposal

# Documents to Include (cont)

- Commercial Sales Practice-1 (CSP-1)
- Professional compensation plan
- Commercial price list
- Previous cancellation and rejection letters
- Price narrative with supporting documentation
- Successful past performance documentation

# Address Evaluation Factors

Schedule contract evaluation factors include:

- Technical
  - Factor One – Corporate Experience
  - Factor Two – Past Performance
  - Factor Three – Quality Control
  - Factor Four – Relevant Project Experience (services contracts only)
- Pricing

# AFTER CONTRACT AWARD

# Managing the Contract

The contract award is just the beginning - contract administration is extremely important during the performance of the contract

- Read and understand the terms and conditions of the contract
- Have a plan to maintain contract documents, purchase orders, and sales records
- Be prepared to accept the government purchase card for payments up to the micro-purchase threshold
- Report all MAS contract sales and remit the Industrial Funding Fee (IFF) (0.75% of sales)

# Managing the Contract (cont)

- Seize opportunities in eBuy. eBuy is a GSA Advantage based Request for Quote (RFQ) system where government buyers submit RFQs to GSA contract holders [GSA eBuy!](#)
- Upload products to GSA Advantage – include pictures
- Transactional Data Reporting monthly basis
- Market the contract
- Submit modifications to update pricing and add/delete products and services
- Make resources available to administer the contract

# Create a Business Development Plan

Contractors must have a Business Development Plan to achieve success under the contract. Plan should include

- Identifying Target Market
- Distributing MAS Price List
- Maximizing presence On GSA Advantage!
- Seizing Opportunities in GSA eBuy
- Expanding Opportunities Through Teaming

# Create a Business Development Plan (cont)

- Utilizing GSA Logos
- Maximizing Advertising Opportunities
- Leveraging past performance
- Building relationships with potential customers
- Developing a business opportunities database

# Distribute MAS Price List

Distribute your MAS price list:

- Produce your MAS price list in accordance with the contract
- Upload approved MAS price list to GSA Advantage
- Post a copy on your website and have a link to your website on GSA Advantage
- Distribute your MAS pricelist to potential customers

# TIPS TO MARKET YOUR SCHEDULE

# How to Market a Schedule Contract

- Website
- Call current and past customers
- Include on any social media you currently use
- Email blasts
- Literature
- Capabilities Statement
- Business Cards
- Promote at networking events

# Locate new Customers

- Who uses the GSA Schedules
  - Federal Agencies
  - DOD
  - Authorized Contractors
  - Non-Federal Agencies, including state and local governments
  - Amtrak, Red Cross, World Bank, Smithsonian, Indian Nations, Washington DC

Visit their websites to learn history and mission, list of primary products/services purchased, personnel names and phone numbers, procurement information, and forecast - use link to see eligible entities - [Eligibility determinations | GSA](#)

# SUCCESS AND CHALLENGES

# Successful Contract Rewards

Potential rewards include:

- Dependable and reliable business
- Being a part of a popular commercial acquisition program for the federal government
- Innovative business solutions developed to meet customer needs
- Reduction in costs in selling to the government

# How to Increase Probability of Success

- 2 years of experience in federal contracting either as a prime or subcontractor
- Contacts and relationships within the federal contracting community
- Working with a mentor who is a successful GSA MAS contractor
- Attending seminars and workshops on contracting
- Prepare a MAS contract specific business plan

# How to Increase Probability of Success (cont)

- Devote resources – money, employees and time
- Develop expertise
- Invest in additional education for organization's staff on how the program works and how to successfully manage awarded contract
- Investing resources to work on and manage company's initial GSA contract
- Contact WPI for assistance

# Challenges

- Competing and winning Government contracts is costly in both time and resources – it can take up to 12 months for an award
- Allocating time, money, other resources, and a willingness to stay the course is needed to be successful
- GSA can cancel contract if sales are below \$100,000 within the first 5 years and below \$125,000 each 5-year period thereafter
- Managing and administering the contract
- Cannot offer products or services outside the scope of your MAS contract in response to an RFQ

# Challenges

- Not all Government agencies use GSA contracts for their procurements - GSA MAS program is not the only way the government procures products and services
- GSA has 20,000 vendors with **60%** or more having **zero** sales
- Annually approximately 90% of government needs are procured outside of GSA schedule contracts
- Other methods used by the government include:
  - Open market competition
  - Other contract vehicles designated as Governmentwide Acquisition Contracts (GWACs) or Multi-Agency Contracts (MACs)

# Final Questions prior to moving forward

- Do you have the time and resources to dedicate towards submitting a package and administrating and marketing the contract after award?
- Are your products Trade Agreements clause compliant?
- Can you offer your best value to the Government?
- Are you able to demonstrate your business is responsible?
- Can you meet all the requirements of the solicitation?
- Are you able to fulfill all contract obligations outlined in the solicitation?

# Alternative Strategies

Not ready to pursue a GSA Schedule contract – consider alternative strategies to obtain government business

- Provide products/services to another GSA Schedule holder
- Open market opportunities
- Subcontracting opportunities
- Teaming and partnering
- Periodically re-evaluate your position to determine if a GSA Schedule contract makes sense

# WEBSITES

# Important Websites

- GSA e-Library – Current contracts and competition - [Welcome to GSA eLibrary](#)
- GSA Advantage – What price government is paying on current contracts - [Welcome to GSA Advantage!](#)
- GSA eBuy – GSA Schedule holder electronic quote system - [GSA eBuy!](#)
- VA Federal Supply Schedule Service – VA's - [VA Federal Supply Schedule Service](#)
- GSA MAS Roadmap – Guide to Preparing a MAS Offer - [Roadmap to get a MAS contract | GSA](#)
- GSA Vendor Support Center – Vendor Toolbox - [Vendor Support Center](#)

# GSA e-Library

**GSA eLibrary** GSA Federal Acquisition Service Home eBuy - quotes GSA Advantage - online shopping Help

**Welcome!** GSA eLibrary is your one source for the latest GSA contract award information. GSA offers unparalleled acquisition solutions to meet today's acquisition challenges. GSA's key goal is to deliver excellent acquisition services that provide best value, in terms of cost, quality and service, for federal agencies and taxpayers.

GSA offers a wide range of acquisition services and solutions utilizing a variety of tools, contract vehicles, and services to meet the customer's specific needs including Multiple Award Schedules, Governmentwide Acquisition Contracts, Technology Contracts, and Assisted Acquisition Services. For more information on what GSA has to offer, visit [GSA.gov](http://GSA.gov).

**Search** in all the words **Search**  
enter Keywords, Contract Number, Contractor/Mfr Name, Schedule/SIN/GWAC Number, NAICS

**Contractor Directory (a-z)** **Total Solution Search**

**Category Guide**

- Facilities
- Human Capital
- Information Technology
- Office Management
- Scientific Management and Solutions
- Transportation and Logistics Services
- Furniture & Furnishings
- Industrial Products and Services
- Miscellaneous
- Professional Services
- Security and Protection
- Travel

**News...**

**Use Your FAS ID to Log Into eBuy Open**  
Changes are coming to the way you access eBuy Open! As you may have heard, MAX.gov is being decommissioned at the end of the calendar year. Starting Dec. 13, 2024, you will need your FAS ID to log into eBuy Open. Be on the lookout for further information.

**Get Quotes**

GSA eBuy is an easy-to-use electronic Request for Quotation (RFQ) system designed to facilitate the request for submission of quotations. With eBuy, getting quotes is just a click away!

**Additional Information**

**Customers**

- eBuy Open
- Connect With Your Customer Service Director
- Training Opportunities
- FPDS-NG
- EPLS
- GSA Strategic Sourcing BPAs
- Acquisition Gateway

**Contractors**

- FedBizOps
- Schedules Sales Query
- Vendor Support (VSC)

**Quick Search**  
Go to **Select a Contract Vehicle**

**Schedule Contracts**  
GSA schedule contracts offer direct delivery of millions of state-of-the-art, high-quality commercial supplies and services at volume discount pricing!  
▶ View schedule contracts  
▶ GSA schedules info  
▶ VA schedules info  
▶ MAS Available Offerings  
▶ MAS Clause Applicability Matrix

**Technology Contracts**  
GSA technology contracts cover the whole spectrum of IT solutions, from network services and information assurance to telecommunications and purchase of hardware and software.  
▶ View technology contracts  
▶ GSA technology contracts info

**State and Local Governments**

**Cooperative Purchasing**  
Purchase IT products, services, and support equipment from Federal Supply Schedules.  
▶ View participating vendors  
▶ Cooperative Purchase FAQ

**Disaster Purchasing**  
Purchase products and services to facilitate recovery from a major disaster.  
▶ View participating vendors  
▶ Disaster Purchasing FAQ

# GSA Advantage



MY ACCOUNT ▾ NSN ORDERING ▾ eTOOLS ▾ HELP REGISTER LOGIN



Search Products

Enter search keyword(s)



Advanced Search

0



New Mod "Close Contract For New Awards" Enhances Transparency

Learn More



Add a Billing Address Zip Code for Faster Processing

Learn More



OCONUS pricing for GSA Global Supply items

Learn More

### Strategic Sourcing

Leveraging Government buying power to get you the best value and price.

Products ▾

Services ▾

[View All Offerings »](#)

How are we doing?

We want to hear from you.

In an ongoing effort to refine and improve Advantage, please provide some quick feedback and let us know what you think.

[Send us your feedback!](#)

# VA Federal Supply Schedule Service

U.S. Department of Veterans Affairs

Get help from Veterans Crisis Line

Health Benefits Burials & Memorials About VA Resources Media Room Locations Contact Us

I AM A...  
Select One

VA » VA Federal Supply Schedule Service

## VA Federal Supply Schedule Service

97 highly purchased items

VA ordering facilities have contacted FSS and requested that we pursue 97 highly purchased items to be added to the Federal Supply Schedule. Product addition modifications or new offers for TAA compliant versions of these items are encouraged.

Read more »

97 highly purchased items VA Sales Portal Transition Completed Sales and IFF Clause Change Important News! Acquisition for Monkeypox Testing

Welcome to the Department of Veterans Affairs Federal Supply Schedule (VA FSS) web site! Under delegated authority by GSA, the VA manages multiple award contracts for medical equipment, supply, pharmaceutical, and service Schedule programs. With over \$19 billion in sales during Fiscal Year (FY) 2023, growing from \$16 billion in FY 2022, growing from \$13 billion in FY 2018, the VA FSS Service supports the healthcare requirements of the VA and other federal government agencies by providing Federal customers with access to over 1 million state-of-the-art commercial products and services.

~Accountability-Teamwork-Customer Service-Quality-Professionalism~

Schedules Contractors Customers

RESOURCES

- FSS Home
- VA Schedule Programs
- Electronic Acceptance of Offers/Proposals
- Contract Catalog Search Tool
- Prospective Contractors
- Current Contractors

March 26, 2025

# RESOURCES

# Resources

- Federal Acquisition Regulation (FAR) - Acquisition.gov: <https://www.acquisition.gov>
- System for Award Management (SAM): <https://sam.gov/>
- Wisconsin Procurement Institute (WPI)  
Phone: 414-270-3600 [www.wispro.org](http://www.wispro.org)

# Upcoming Events

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# Acquisition Hour

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The Acquisition Hour webinar series covers a range of topics from market entry, sales growth, small business certifications, compliance, and more. Attendees receive 1 CPE credit for attending.

- **March 26** – Acquisition Hour: Navigating AI: Practical Tips for Federal Contractors
- **April 15** – Government Property Management for Federal Contractors and Subcontractors

**...More information and registrations at [wispro.org/events](https://wispro.org/events)**

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# Cyber Friday

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Cyber Friday is a series of one-hour webinars focusing on critical topics for DOD contractors and subcontractors in cyber security, data security, and CMMC. Attendees receive 1 CPE credit for attending.

- ~~February 28 – CMMC: Are You Ready for a C3PAO Assessment?~~
- **March 28** – CMMC: Federal Cybersecurity Requirements – Who Must Comply?
- **April 25** – CMMC: Maintaining Your CMMC Certification

**...More information and registrations at [wispro.org/events](https://wispro.org/events)**

# Upcoming Events



**May 14**

*Winning Government Business: Navigating Compliance  
Risks to Drive Strategic Advantage*  
Milwaukee, WI



**May 15**

*11th Annual DOD Contract Management Update*  
Milwaukee, WI

**...More information and registrations at [wispro.org/events](https://wispro.org/events)**

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**Events Newsletter**

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