U.S. General Services Administration

How to Market to the Federal Government

Schedule 03FAC Industry Partner Meeting

June 21, 2017

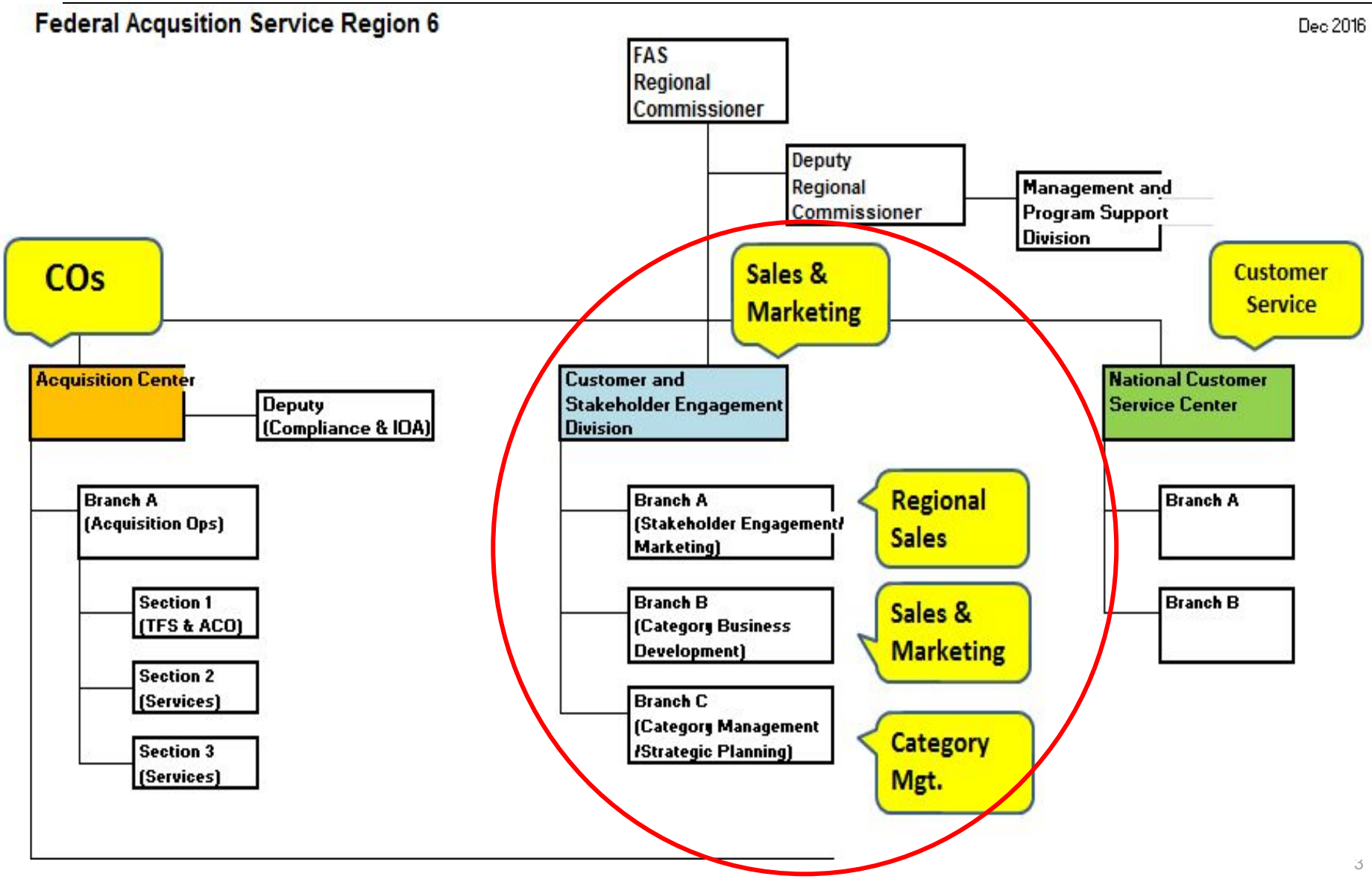
GSA, PBS and FAS

Organizational Structure of GSA

- Federal Government's real property owner and manager
- Owns buildings for its own use and leases them to other federal agencies
- Appropriated by Congress
- Also a FAS customer

- Contracts products and services on behalf of all government agencies
- Brokers transactions between companies and customer agencies
- "Schedules" are our flagship contract vehicle
- Funded by Vendor Sales

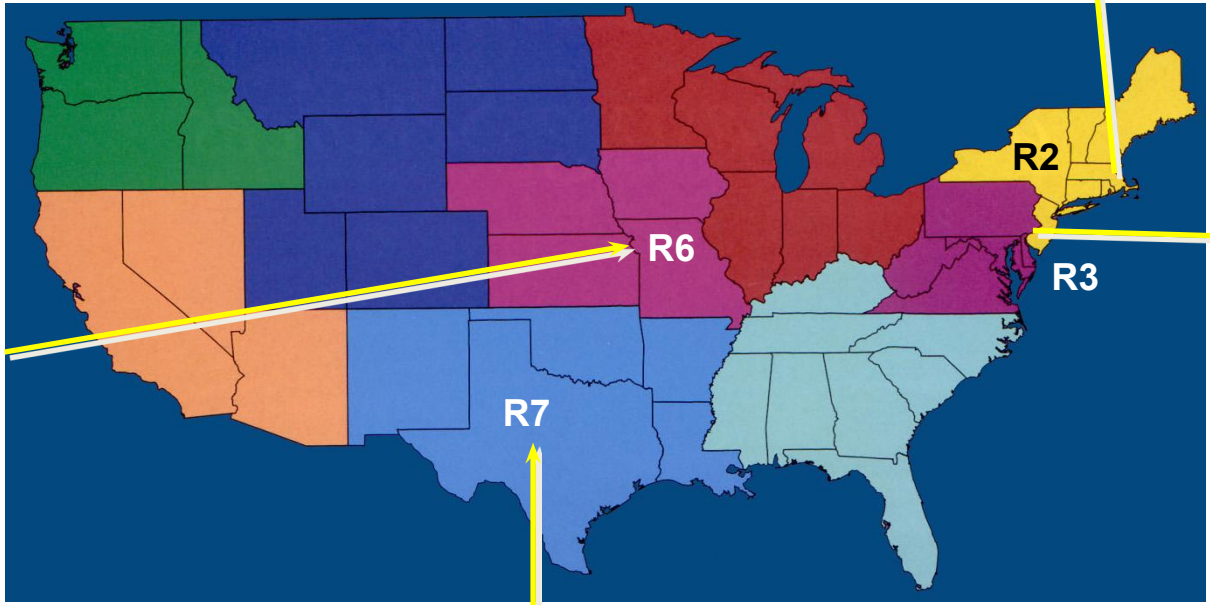
What does Region 6 look like?



GSA Acquisition Centers

The Heartland Acquisition Center is one of four FAS Acquisition Centers. "Centers" award and administer the Multiple Award Schedules program.

National Administrative Services & Office Supplies Acquisition Center (Boston)



Integrated Workplace Acquisition Center (Philadelphia)

Heartland Acquisition Center (Kansas City)

Southwest Supply and Acquisition Center (Ft. Worth)

Schedules by Region

Administrative and Office Support (R2)

Schedule 67 Cameras, Photographic Printers, and Related Supplies and Services
Schedule 75 Office Products/Supplies and Services and New Products Technology
Schedule 76 Publication Media
Schedule 738X Human Resources and Equal Employment Opportunity Services
Schedule 81IB Shipping, Packaging and Packing Supplies and Services
Schedule 736 Temporary and Administrative Professional Staffing (TAPS)

Integrated Workplace Acquisition (R3)

Schedule 36 Office, Imaging and Document Solutions
Schedule 58-I Professional Audio/Visual, Telecommunications and Security Solutions
Schedule 71 Furniture
Schedule 71-II-K Comprehensive Furniture Management Services
Schedule 72 Furnishings and Floor Coverings
Schedule 78 Sports, Promotional, Outdoor, Recreation, Trophies & Signs (SPORTS)

Facilities Maintenance and Hardware (R6)

Schedule 03FAC Facilities Maintenance and Management
Schedule 51 V Hardware Superstore

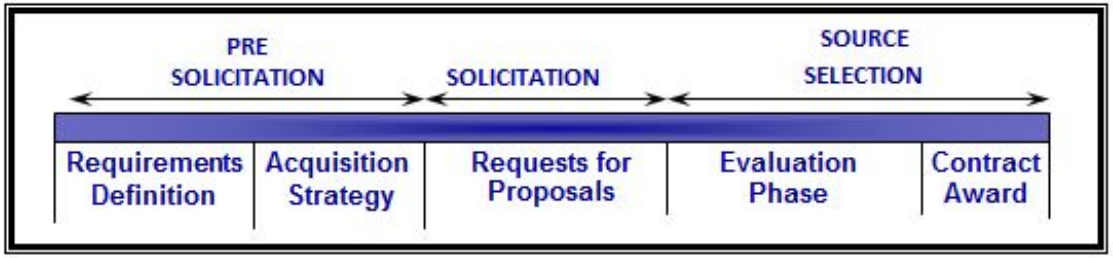
The KC office does ~$1.2B in sales/year

General Supplies and Building Services (R7)

Schedule 56 Buildings and Building Materials/Industrial Services and Supplies
Schedule 66 Scientific Equipment and Services
Schedule 73 Food Service, Hospitality, Cleaning Equipment and Supplies, Chemicals, and Services
Schedule 84 Total Solutions for Law Enforcement, Security, Facilities Management, Fire Rescue, Clothing, Marine Craft and Emergency/Disaster Response

Acquisition Lifecycle

Acquisition Process



Step 1 - Requirements Definition

Requirements Definition

Customer Requirements
- Assist customer with requirement identification that meets government's minimum needs

Market Research
- Perform market research to determine commerciality, availability, affordability and options
- Perform sources sought as needed

SOW / SOO
- Help customer develop proper work statement tailored to services (commercial/ Performance-based), commodities or construction

Step 2 - Acquisition Strategy

Requirements Definition

Acquisition Strategy

- Acquisition Strategy
- Panel (over $5M)
- Acquisition Plan
- Source Selection Delegation
- Source Selection Plan
- Synopsis

- Develop contract which defines relationship between Government and Contractor
- Contract must capture entire scope of program and define responsibilities
- Acquisition must consider small business participation for all contracts expected to exceed $3,500

- Good contracting is essential to a good program
- Bad contracting can ruin a good program
- Good contracting cannot save a poorly defined, planned, or funded program

Acquisition Lifecycle

Step 3 - Request for Proposal

Requirements Definition | Acquisition Strategy | **Request for Proposals**

Competition Rules
- Proposal Preparation Instructions
- Evaluation Criteria
- Basis of Award

Contract Formulation
- Contract Form
- Clauses
- Work Statements
- Specifications
- Delivery Schedule
- Payment Terms

Step 4 – Evaluation Phase

Requirements Definition | Acquisition Strategy | Request for Proposals | **Evaluation Phase**

Key Principles
- Evaluate in strict accordance with RFP criteria
- Modify RFP if necessary
- Evaluate proposals against standards, not each other
- Avoid technical leveling or transfusion
- Achieve understanding and resolve issues
- Protect all source selection data

Step 4 – Alt 1 (without discussions)

Requirements Definition | Acquisition Strategy | Request for Proposals | **Evaluation Phase**

Receipt of Proposals | Evaluation | Discussions (if required) | Final Proposal Revisions | Source Selection Decision

- Identify Deficiencies
- Identify Strengths Weaknesses and Risks
- Score Proposals
- Brief SSA

Competitive Range Determination

- Proposal Analysis Report
- Price Evaluation Report
- Brief Source Selection Authority
- Decision Document

Step 4 – Alt 2 (with discussions)

Requirements Definition | Acquisition Strategy | Request for Proposals | **Evaluation Phase**

Receipt of Proposals | Evaluation | Discussions (if required) | Final Proposal Revisions | Source Selection Decision

- Clarification Requests (CRs)
- Deficiency Reports (DRs)
- Responses to CRs and DRs
- Face – to – Face Discussions
- Proposal Updates

- Proposal Analysis Report
- Price Evaluation Report
- Brief Source Selection Authority
- Decision Document

Acquisition Lifecycle

Step 5 – Contract Award

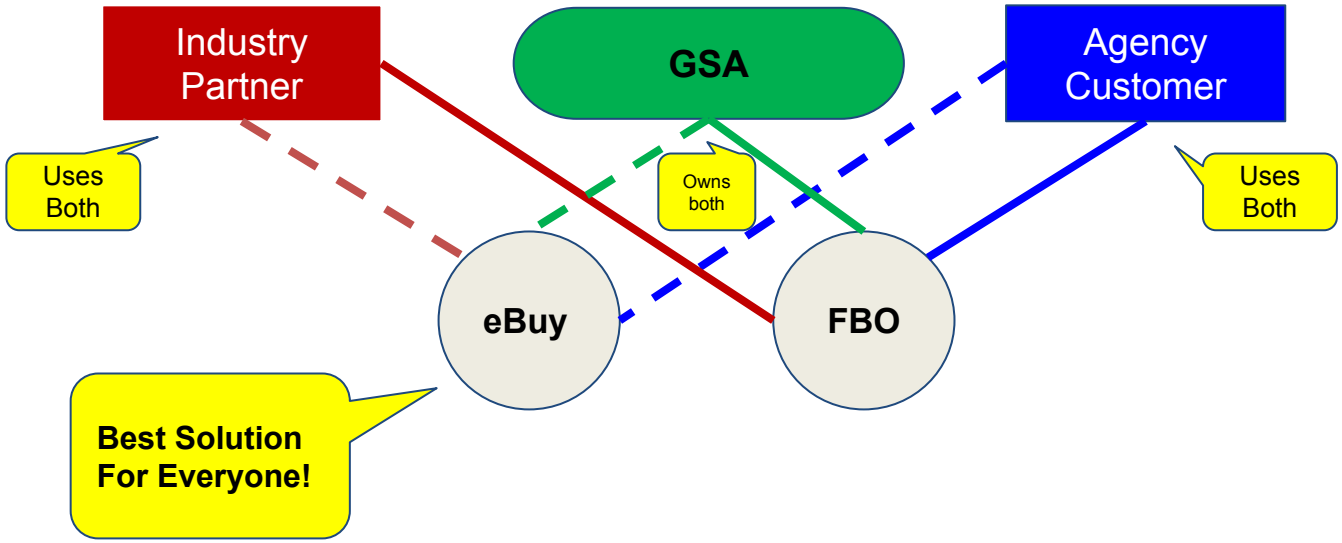
Requirements Definition	Acquisition Strategy	Request for Proposals	Evaluation Phase	Contract Award

- Approve Contract
- Send out notifications
- Announce Award
- Debrief Unsuccessful Offerors

Post Award

Debrief	Protest	Protest Determination
• Notification of award: - within 3 days • Debrief: verbal/written - within 5 days	• Before or After Award • Type: Award or Size • Authority: Agency or GAO • Timing: Within 10 days of award or 5 days after debrief	• Performance suspended • Resolution: - Agency: 35 days - GAO: 100 days

Your Relationship with GSA and Your Customer



GSA Sales Resources

- 143 Customer Service Directors (CSDs) regionally based
- 30 National Accounts Managers (NAMs)--most of them located in Washington, DC
- 16 Customer And Stakeholder Engagement (CASE) team members in Kansas City

Remind government COs that Schedules are “SAFE”

	Feature	Benefit	Time Savings
S	ynopsis not required	Less lead time needed to award	15 days for synopsis + 30 days for solicitation (vs.as little as 3 days for eBuy)
A	voids Protests	Task and delivery orders under threshold levels are not subject to protests unless exceptions apply (NDAA 2017)	30-90 days
F	air and reasonable pricing	FAR 8.404(d) states pricing to be fair and reasonable, so limited pricing analysis may be required	1-2 days
E	ndorsed contractors	Prior vetting by GSA reduces paperwork and streamlines the responsibility process	5-7 days

Resources to assist you--Schedules “Slipsheets”

U.S. General Services Administration

Facilities Maintenance and Management

At Your Service: Acquisition experts provide Best Value Solutions to meet any need.

Simple, Streamlined Procurement

When you need complete facilities maintenance, but don't have time to review proposals from a large list of vendors or worry about time delays imposed when acquiring Other Direct Costs (ODCs), our Building Maintenance and Operations (BMO) strategic sourcing solution is a smart option. Not only do standardized labor codes allow better price comparisons, but detailed vendor transactional data allows your agency to track purchasing trends. Additionally, a zone-based award process provides a list of vendors who can provide services to a larger region while still encouraging small business participation.

Like BMO, Schedule 03FAC is a multiple-award, indefinite delivery, indefinite quantity contract that offers a variety of value-added services such as the ability to do small business set-asides. However, Schedule 03FAC offers a continuous process for adding new vendors. Both offer scope reviews, market research and a Statement of Work (SOW) library. But, when you need a large pool of vendors to choose from, Schedule 03FAC is a sound choice. It's ideal for specialized services like hospital maintenance and cyber-security within building controls.

GSA offers the following facilities solutions:

- Complete Facilities Maintenance
- Complete Facilities Management
- Hospital Maintenance
- Independent Elevator Inspection Services
- Fire Alarm System Preventative Maintenance and Repair Services
- Water-Based Fire Suppression Systems Preventative Maintenance and Repair Services
- Elevator and Escalator Preventative Maintenance
- Electrical and all Utility Services limited to Facility Maintenance
- Refrigeration, Heating, Ventilation and Air Conditioning HVAC Maintenance
- Grounds Maintenance
- Tree Planting, Trimming and Removal
- Pest Control
- Janitorial Services
- Snow Removal
- Cemetery Maintenance
- Energy Management Services

See BMO & 03FAC features listed on back

Pricing for the BMO solution combines fixed indirect rates with variable direct labor rates unique to each location. This gives you the flexibility to address any facilities maintenance need with substantial value and savings while increasing spend under management for your federal agency.

U.S. General Services Administration

Tools, Hardware and Supplies

At Your Service: Acquisition experts provide Best Value Solutions to meet any need.

GSA offers a full range of solutions to help agencies run their day-to-day operations

For federal buyers wanting quick access to a select few vendors, GSA offers a Strategic Sourcing Solution in the Maintenance, Repair and Operations (MRO) products category. The MRO purchasing vehicle provides agencies with cost savings, transactional data, socioeconomic options and sustainable-product tracking. Leveraging government purchases of high demand, daily-use items such as hardware, hand tools and paints and sealants results in even greater savings. This provides agencies with a quick and efficient means to obtain products to accomplish their mission. Additional information about the MRO solution including ordering guides, participating vendors and training opportunities can be found at www.gsa.gov/fsximro.

For those buyers seeking an extensive breadth of vendors across the entire marketplace, GSA's Multiple Awards Schedule 51V, or "Hardware SuperStore," has an even greater selection of tools, appliances, paints, sealants and adhesives that agencies can buy to fulfill requirements. These items can be purchased directly from the manufacturer through GSA's e-commerce website, GSAdvantage.gov, or through the Schedule 51V vendors that can be found on eLibrary at GSAeLibrary.gsa.gov.

GSA offers the following facilities solutions:

- Appliances (refrigerators, microwaves, etc.)
- Commercial Coatings, Adhesives, Sealants and Lubricants
- Tools, Toolkits and Toolboxes
- Woodworking and Metalworking Machinery
- Building Materials and Fencing
- Electrical and Plumbing Parts
- Lawn, Garden and Irrigation Equipment
- Water Heaters (including tankless, solar, heat pump and gas)

See MRO and Schedule 51V features listed on back

All solutions under the GSA Schedule 51V and MRO are Pre-negotiated with "ceiling" pricing, which enables you to negotiate prices to meet your unique needs.

U.S. General Services Administration

Energy Services

At Your Service: Acquisition experts provide Best Value Solutions to meet *any* need.

Energy Management Services

The demands for energy efficiency and sustainability are on the rise. That's why you will find a world of innovative energy management solutions available from GSA. We've partnered with proven contractors to provide you with a comprehensive energy management solution. Whether you need help at the front end with an energy audit, commissioning of a new building, or energy planning, or you need a comprehensive full service energy solution, we have everything you need to manage and conserve energy, including renewable energy options.

Reference GSA MAS 03FAC – Facilities, Maintenance and Management to procure these services.

- Energy Planning and Strategies
- Energy Program Support Services
- Billing Management and Oversight
- Assistance with Preparing Statements of Work
- Energy Choice Analysis
- Training on Energy Management
- Metering Services
- Energy Audit Services
- Building Commissioning
- Water Management and Conservation
- Resource Efficiency Management
- Innovations in Renewable and/or Clean Energy
- Carbon Management and Sustainability Solutions
- Smart Building Integration
- Energy Consulting Services

Resources to assist you--FAS Vendor Support Center

https://vsc.gsa.gov

Marketing

Getting on GSA Advantage!

- GSA Advantage!
- Getting on GSA Advantage!
- Options for Getting on GSA Advantage!
- Check your file status
- GSA Advantage! PO Portal
- What is a price list and why do I need one?
- GSA Advantage! Hints/Tips
- Part Numbers on GSA Advantage!
- SIP to FPT Transition Training

Exposure and Bidding

- GSA Advantage!
- Use of the GSA Logo
- GSA eLibrary
- Contract Price list
- GSA eBuy
- GSA Reverse Auctions
- Federal Business Opportunities (FBO)

Market Research

- Customer Profiles
- Best Value
- Marketing Matters GSA Interact Group
- Schedule Sales Query (SSQ)
- Who Can Purchase from my MAS Contract?
- Largest MAS Customers
- GSA eLibrary
- ASAP
- GSA Advantage! Archive Sales
- Federal Procurement Data System (FPDS)
- USASpending.gov
- Forecast of Contracting Opportunities
- Procurement Technical Assistance Centers (PTAC)
- Additional Internet Resources

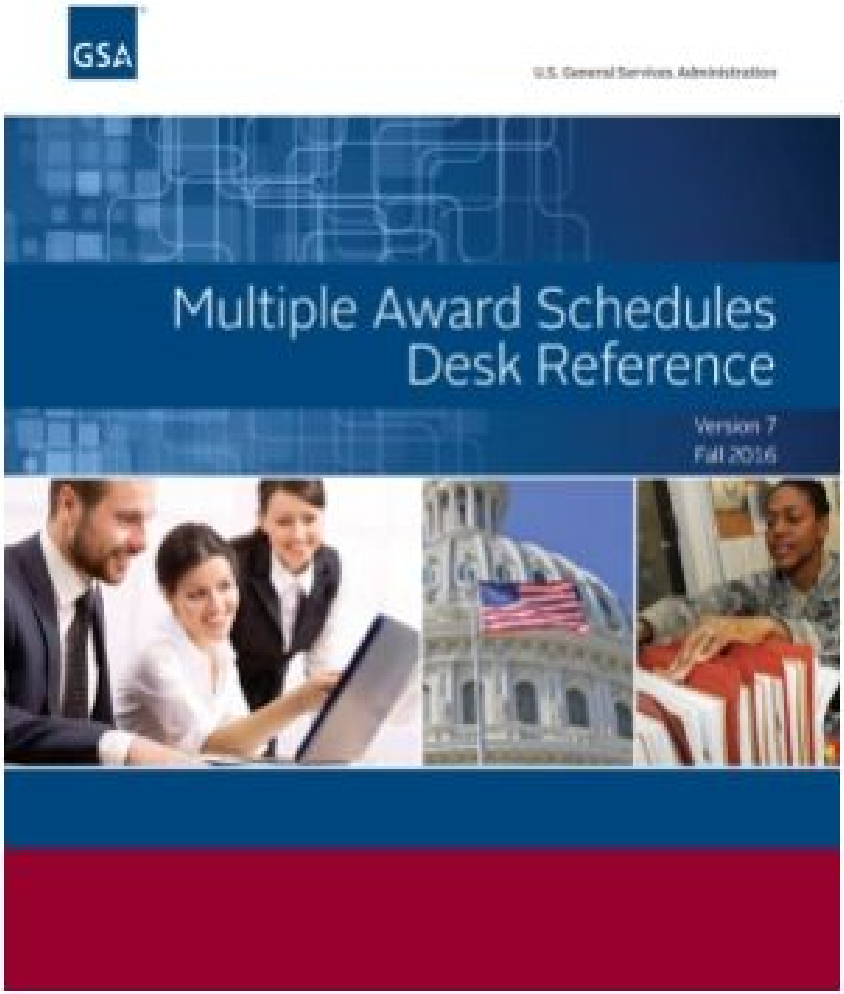
Resources to assist you--FAS Vendor Support Center

Largest MAS Customers

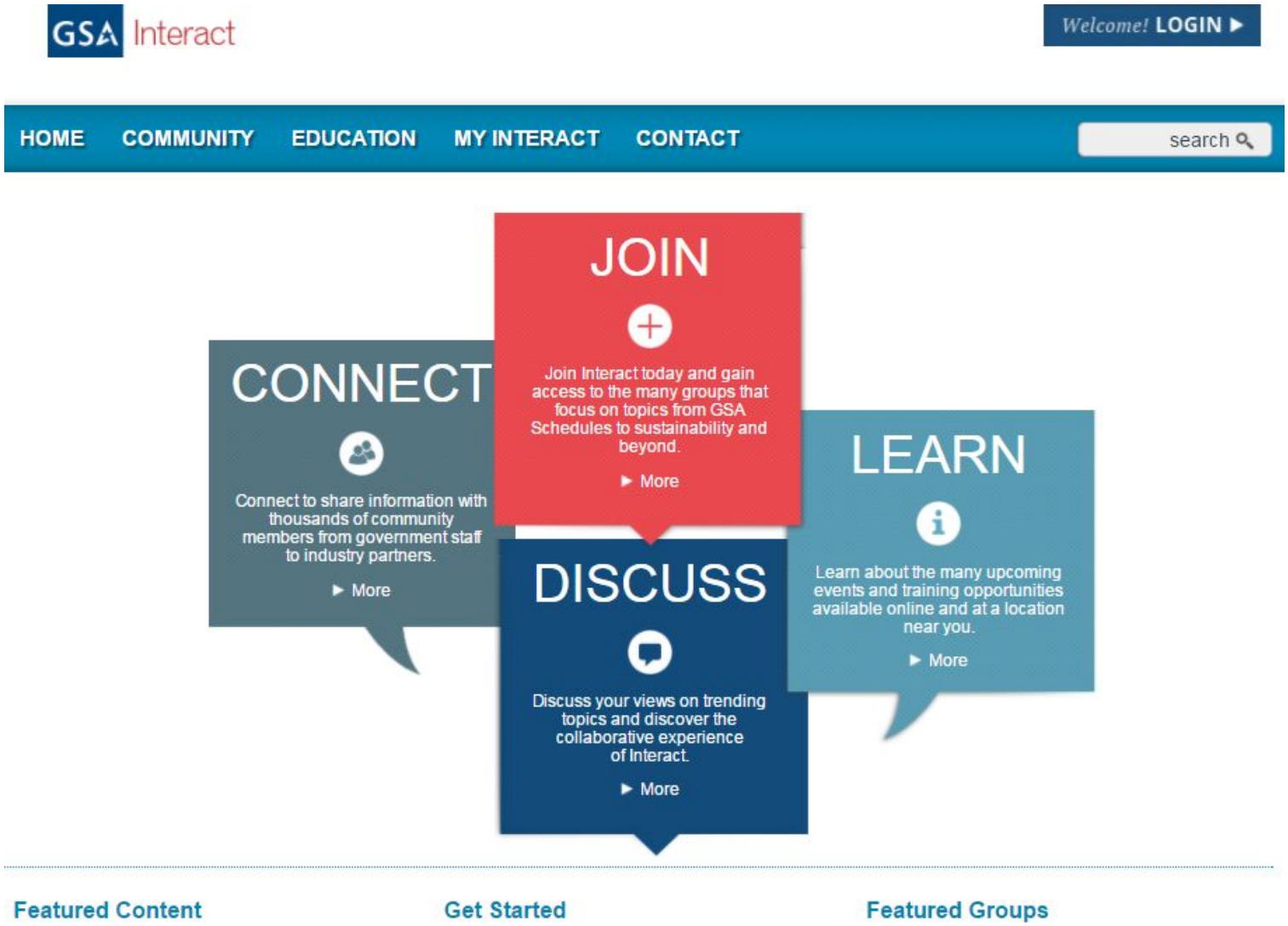
Based on data collected over the past several years, GSA has identified the following agencies and military branches as the largest customers to make purchases through the MAS program:

Department of Agriculture
Department of Defense
Department of the Army
Department of Education
Department of Energy
Department of Health and Human Services
Department of Homeland Security
Department of Justice
Department of Labor
Department of State
Department of the Air Force
Department of the Coast Guard
Department Of The Interior
Department of the Navy
Department of Veterans Affairs
Marine Corps

Resources to assist you--Multiple Award Schedules Desk Reference



Resources to assist you--GSA Interact



Steps to Winning New Business

1. Identify your next opportunity
2. Get to the customer before anyone else does (promote Schedule 03FAC)
3. Offer ideas that solve their problem (start with the time savings of using Schedule 03FAC)
4. Research your competitors prices to determine if you should compete and what price would be suitable (use Schedule 03FAC T&Cs to see your competitor's rates)
5. RESPOND TO THE RFI AND RFQ
6. Keep selling until the bid close date

Identify your next opportunity

1. Search for opportunities by location and agency
   a. Identify local DoD bases, government buildings and property
   b. Search the websites of local agencies and those that you done business with before--even as a subcontractor

- https://www.acquisition.gov/procurement-forecasts
- https://energy.gov/osdbu/office-small-and-disadvantaged-business-utilization
- https://www.dm.usda.gov/procurement/
- http://acc.army.mil/contractingcenters/acc-wrn/Opportunities.html
- https://nspires.nasaprs.com/external/solicitations/solicitations.do?method=init&stack=push
- https://www.doi.gov/pmb/osdbu/forecast
- https://www.transportation.gov/osdbu/procurement-forecast/summary/2018
- https://www.vendorportal.ecms.va.gov/eVP/fco/ReportViewer.aspx?Type=Complete&ID=&Year=2017&EndYear=2017&Name=%25%25&ClassCode=&ProcVehicle=3&ProcMethod=&Sec=&Quarter=&DollarRange=
- http://web.sba.gov/subnet/search/index.cfm

Identify your next opportunity

Check out GSA's Acquisition Gateway forecast of contracted opportunities:

https://hallways.cap.gsa.gov/app/#/x/forecast-of-contracting-opportunities

Acquisition Gateway | Tools | Category Management | Hi, Guest | About Us | Help | Sign In

FORECAST OF CONTRACTING OPPORTUNITIES

Hide Disclaimer

Keyword Search

- Agency
  - Department of Interior
  - General Services Administration
- Place of Performance
- Acquisition Strategy
- NAICS Code
- Projected Solicitation Quarter

Found 1859 results of 1859 Reset Share

«« « 1 2 3 4 5 ... 75 » »» 25 50 100

Welcome to the Forecast of Contracting Opportunities Tool!

The goal of this tool is to provide a nationwide dashboard of upcoming federal contracting opportunities. All projected procurements are subject to revision or cancellation. Final decisions on the extent of competition, small business participation, estimated value, or any aspect of the procurement action will not be made until each procurement is posted to Federal Business Opportunities (FEDBIZOPPS). Forecast data is for planning purposes only and is not a commitment by the Government to purchase the described products and/or services. Questions regarding a projected procurement should be addressed to the point of contact listed in the record. If you have any questions about the tool itself, contact us at forecasthelp@gsa.gov.

Acquisition Management and Telecommunication Support (ID071300300002)

Acquisition Management and Telecommunication Support (ID071300300002)

Listing ID: 7216
Organization: FAS-Office of Assisted Acquisition Services
Place of Performance: Fort Worth, TX
Minimum Value: $5,642,837.76
Contract Type: Labor Hour - Time and Materials
Acquisition Strategy: Set-aside - Total Small Business

Agency: General Services Administration
Award Status: Option Exercise Pending
Type of Awardee: Total Small Business
Maximum Value: $17,137,285.07
NAICS Code: 541611
Estimated Award Date (FY-QTR): 2017-4th

View Details

Identify your next opportunity

Post a subcontracting ad on the SBA sub-net website:
https://eweb1.sba.gov/subnet/common/dsp_login.cfm

		resourced teaming partners who can execute in the above four areas. We are looking for commercial and federal contract partnership opportunities. We are self certified as a SDVOSB, WOSB/EDWOSB.
Pixel Creative Services	12/31/2018 5:00 PM	With over 24 years of experience in the commercial industry and 3 years working with the government as a contractor, I am looking to 1099 or subcontract with an established contractor in the Quantico area. I provide excellent customer support in project management, graphics, web development, user experience and branding.
Seva 6 Security Consulting LLC	12/31/2018 5:00 PM	Seva 6 Security Consulting is a Minority WOSB with a background in SECURITY, SAFETY and MEDICAL training. We are seeking prime contractors with past experience. Our team is comprised of retired US Military, Israeli Special Ops, Law Enforcement and Corporate Security personnel. We specialize in training MILITARY, LAW ENFORCEMENT and CORPORATE SECURITY.
TAMARA'S GROUP LLC	12/31/2018 6:00 PM	Tamara's is a 8a DBE, SDB, WOSB business. Tamara's provides qualify and trained labor force for janitorial services, construction, environmental remediation, industrial clean up operations and more. Give us a call for more information.
Global Project Solutions	12/31/2018 8:00 PM	We are a small, women and minority owned project management and business consulting organization looking to partner with prime contractors. Please visit our website to see a list of our services. We are currently in the Hampton Roads VA area put are willing to travel.

Search contracts by agency: https://www.fbo.gov/index?s=agency&mode=list&tab=list

Partner with the contractors on the interested vendors list or add your company to the list. Always use your GSA Schedule-holder status as benefit to other companies to increase the chances of a win.https://www.fbo.gov/index?s=opportunity&mode=form&id=fa443c0ead691b9a94f538db4d787936&tab=core&tabmode=list&=

Get to the Customer Before Anyone Else Does

Start months before the RFI is posted

- Call the number from the previous contract solicitation
- Find the correct contact email and phone
- Start a drip-email campaign
- Follow-up with phone calls, but don't bother leaving a voicemail
- Don't waste your time or that of the CO in trying to set up a meeting.
- Make your sales pitch via phone and email campaigns and make it about your capabilities, past performance with that agency or one like it and pre-competed, "fair and reasonable" prices <u>only available through the Schedules program.</u>
- Extol the time-saving and risk-averse virtues of a Schedules acquistion.

Questions? Comments?