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

**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

The KC office does ~$1.2B in sales/year
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.
  - SOW / SOO: Perform sources sought as needed.

**Step 2 - Acquisition Strategy**
- **Requirements Definition**
  - Acquisition Strategy:
  - Panel (over $5M)
  - Acquisition Plan
  - Source Selection Delegation
  - Source Selection Plan
  - Synopsis
- **Acquisition Strategy**
  - 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**

**Step 4 - Evaluation Phase**
- **Requirements Definition**
- **Acquisition Strategy**
- **Request for Proposals**
- **Evaluation Phase**

**Step 4 - Alt 1 (without discussions)**
- **Receipt of Proposals**
- **Evaluation**
- **Discussions (if required)**
- **Final Proposal Revisions**
- **Source Selection Decision**

**Step 4 - Alt 2 (with discussions)**
- **Receipt of Proposals**
- **Evaluation**
- **Discussions (if required)**
- **Final Proposal Revisions**
- **Source Selection Decision**

**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

**Competion Rules**
- Proposal Preparation Instructions
- Evaluation Criteria
- Basis of Award

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

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

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

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

**Proposals**
- Proposal Analysis Report
- Price Evaluation Report
- Brief Source Selection Authority
- Decision Document
### Acquisition Lifecycle

#### Step 5 – Contract Award

<table>
<thead>
<tr>
<th>Requirements Definition</th>
<th>Acquisition Strategy</th>
<th>Request for Proposals</th>
<th>Evaluation Phase</th>
<th>Contract Award</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

#### Post Award

<table>
<thead>
<tr>
<th>Debrief</th>
<th>Protest</th>
<th>Protest Determination</th>
</tr>
</thead>
<tbody>
<tr>
<td>Notification of award:</td>
<td>Before or After Award</td>
<td>Performance suspended</td>
</tr>
<tr>
<td>- within 3 days</td>
<td>Type: Award or Size</td>
<td>Resolution:</td>
</tr>
<tr>
<td>Debrief: verbal/written</td>
<td>Authority: Agency or GAO</td>
<td>- Agency: 35 days</td>
</tr>
<tr>
<td>- within 5 days</td>
<td>Timing: Within 10 days of</td>
<td>- GAO: 100 days</td>
</tr>
<tr>
<td></td>
<td>award or 5 days after debrief</td>
<td></td>
</tr>
</tbody>
</table>
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

Best Solution For Everyone!
Remind government COs that Schedules are “SAFE”

<table>
<thead>
<tr>
<th>Feature</th>
<th>Benefit</th>
<th>Time Savings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Synopsis</td>
<td>Less lead time needed to award</td>
<td>15 days for synopsis + 30 days for solicitation (vs. as little as 3 days for eBuy)</td>
</tr>
<tr>
<td>Task and delivery orders</td>
<td>Task and delivery orders under threshold levels are not subject to protests unless exceptions apply (NDAA 2017)</td>
<td>30-90 days</td>
</tr>
<tr>
<td>Fair and reasonable pricing</td>
<td>FAR 8.404(d) states pricing to be fair and reasonable, so limited pricing analysis may be required</td>
<td>1-2 days</td>
</tr>
<tr>
<td>Endorsed contractors</td>
<td>Prior vetting by GSA reduces paperwork and streamlines the responsibility process</td>
<td>5-7 days</td>
</tr>
</tbody>
</table>
Resources to assist you--Schedules “Slipsheets”

Facilities Maintenance and Management
At Your Service: Acquisition experts provide Best Value Solutions to meet any need.

Tools, Hardware and Supplies
At Your Service: Acquisition experts provide Best Value Solutions to meet any need.

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 sources.

Reference GSA MA5 ESPAC - Facilities, Maintenance and Management to procure these services.

- Energy Planning and Strategies
- Energy Program Support Services
- Billing Management and Oversight
- Assistance with Procurement Statements of Work
- Energy Choice Analysis
- Training on Energy Management
- Monitoring 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
## 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 Resourc
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:

<table>
<thead>
<tr>
<th>Department of Agriculture</th>
<th>Department of Homeland Security</th>
<th>Department Of The Interior</th>
</tr>
</thead>
<tbody>
<tr>
<td>Department of Defense</td>
<td>Department of Justice</td>
<td>Department of the Navy</td>
</tr>
<tr>
<td>Department of the Army</td>
<td>Department of Labor</td>
<td>Department of Veterans Affairs</td>
</tr>
<tr>
<td>Department of Education</td>
<td>Department of State</td>
<td>Marine Corps</td>
</tr>
<tr>
<td>Department of Energy</td>
<td>Department of the Air Force</td>
<td></td>
</tr>
<tr>
<td>Department of Health and Human Services</td>
<td>Department of the Coast Guard</td>
<td></td>
</tr>
</tbody>
</table>
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://www.dm.usda.gov/procurement/
   ● https://www.doio.gov/pmb/osdbu/forecast
   ● https://www.transportation.gov/osdbu/procurement-forecast/summary/2018
   ● 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
Identify your next opportunity

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

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 only available through the Schedules program.
- Extol the time-saving and risk-averse virtues of a Schedules acquisition.
Questions? Comments?