

Segment 3:

The Contractor's Role in the Schedules Program

Thank you for taking the time to view one of the four presentations in the **GSA Schedules Training for Vendor Success** webinar series. Below is a collection of online resources referenced throughout the webinar that will help you market your company more effectively in the federal marketplace. This list includes different resources within GSA that offer information on how to increase your visibility and conduct market research. In addition, there is a complete list of live links to social media sites, market data research tools, and downloadable print materials. We have also provided step-by-step instructions for some of these resources to help set you up for success.

Online Resources

GSA Online Resources

GSA <http://www.gsa.gov>

The online home of the General Services Administration.

GSA Schedules <http://www.gsa.gov/schedules>

This website is the virtual home of the Schedules program. It contains current information about schedules i.e. scope, etc and additional information to help you be more educated on the schedules program. It is also a launching site to many other resources, but contains many useful sections for vendors, including the following:

Getting Started <http://www.gsa.gov/portal/content/202573> – Learn about preliminary steps to take prior to responding to a Schedules solicitation

Responding to a Solicitation <http://www.gsa.gov/portal/content/202577> – Learn about GSA's review and negotiation process, and what preparation a vendor can complete to increase success

Managing a Schedules Contract <http://www.gsa.gov/portal/content/202845> – Learn about marketing and managing Schedules contracts to benefit and remain in compliance

Resources, Training, and Tools <http://www.gsa.gov/portal/content/203017> – Help for vendors at every stage of the process

GSAAdvantage![®] <http://www.gsa.gov/advantage>

GSAAdvantage![®] is the online shopping and ordering system that provides access to thousands of contractors and millions of supplies products and services. Anyone may browse on **GSAAdvantage!**[®] to view and compare the variety of products and services offered.

GSA eLibrary <http://www.gsa.gov/elibrary>

GSA eLibrary formerly Schedules e-Library is the online source for the latest contract award information for GSA Schedules; Department of Veterans Affairs VA Schedules; and Technology Contracts, including Governmentwide Acquisition Contracts GWACs, Network Services and Telecommunications Contracts, and Information Technology IT Schedule 70.

For more information about how to use this resource more effectively, see Appendix A at the end of this document.

GSA eBuy <http://www.gsa.gov/ebuy>

eBuy, a component of GSA Advantage!®, is an online Request for Quotation RFQ tool. eBuy is designed to make it easy to submit quotations for a wide range of commercial supplies products and services under GSA Schedules, Technology contracts; i.e., GSA Schedule 70 Information Technology, Governmentwide Acquisition Contracts GWACs, and Network Services and Telecommunications contracts. For more detailed instructions on how to use this resource, take the “eBuy Training” accessible from the home page.

GSA Vendor Support Center <https://vsc.gsa.gov>

Whether you're a current or prospective GSA contract holder, this portal offers insight into the world of procurement -- from understanding GSA's contract vehicles to identifying opportunities, developing relationships, winning bids and successfully and cost-effectively providing for the needs of government.

For more information about how to use this resource more effectively, see Appendix B at the end of this document.

GSA Center for Acquisition Excellence <http://cae.gsa.gov>

This eLearning site is available free of charge, 24 hours a day, 7 days a week to educate the Federal supplier base on government-wide acquisition policies and procedures and to provide customer agencies with online training and resources regarding GSA acquisition vehicles, policies, and guidance.

GSA Logo Usage Guidelines www.gsa.gov/logos

These guidelines provide GSA contract and schedule holders direction on the restricted use of the GSA star mark logo on promotional materials. Questions or clarifications about the use of the GSA star mark should be directed to the Office of Marketing, Communications Division, at 703 605-5640.

GSA Contract and Administrative Support

For contract and administrative support, vendors should contact the Contracting Officer who manages their contract. Contact information can be found on Schedules eLibrary. <http://www.gsa.gov/elibrary>

GSA Business Development Data

GSA provides business development, marketing support, and contract and administrative services through GSA acquisition centers located across the country. Look at your schedule contract to determine which center manages it.

Center for Innovative Acquisition Development

<http://www.gsa.gov/servicesacquisition>

POC Name: Jacqueline Austin

Phone Number: 703 605-2820

Email: jacqueline.austin@gsa.gov

Center for IT Schedule Program <http://www.gsa.gov/schedule70>

POC Name: Stephanie Price

Phone Number: 703 605-2670

Email: stephanie.price@gsa.gov

Facility Maintenance & Hardware Acquisition Center <http://www.gsa.gov/fmhac>

POC Name: Tim Benoit

Phone Number: 816 926-5548

Email: tim.benoit@gsa.gov

Greater Southwest Acquisition Center <http://www.gsa.gov/gsac>

POC Name: Lyn DePriest

Phone Number: 817 850-8162

Email: lyn.depriest@gsa.gov

Integrated Workplace Acquisition Center

<http://www.gsa.gov/integratedworkplaceacquisitioncenter>

POC Name: Dan McAneny

Phone Number: 215446-5094

Email: daniel.mcaneny@gsa.gov

National Administrative Services and Office Supplies Acquisition Center

<http://www.gsa.gov/osas>

POC Name: Jim Nichols

Phone Number: 202 264-4828

Email: james.nichols@gsa.gov

Management Services Center <http://www.gsa.gov/mgmtservices>

For general marketing and business development assistance, send an email to:

Mission Oriented Business Integrated Services MOBIS: mobisbd@gsa.gov

Environmental Services: environmental@gsa.gov

Professional Engineering Services PES: pes@gsa.gov

Logistics LOGWORLD: logworld@gsa.gov

Language Services: language@gsa.gov

For Business Development Data from the Federal Procurement Data System (FPDS), send an email to:

Mission Oriented Business Integrated Services MOBIS: mobisbd@gsa.gov

Environmental Services: environmentalbd@gsa.gov

Professional Engineering Services PES: pesbd@gsa.gov

Logistics LOGWORLD: logworldbd@gsa.gov

Language Services: languagebd@gsa.gov

GSA Schedules Sales Query <https://ssq.gsa.gov/>

GSA Schedules Sales Query or SSQ can help contractors find potential teaming partners, conduct market research, or see how they stack up against their competition.

For more information about how to use this resource more effectively, see Appendix B at the end of this document.

GSA iGuide https://vsc.gsa.gov/NCO_iGuide.htm

This website is a valuable resource that IOAs refer contractors to for marketing tips and data about the Schedules program. It is located in the Vendor Support Center under Publications.

GSA Order ADM 4800.2E <http://www.gsa.gov/eligibility-gsasource>

Non-GSA Online Resources

For help identifying your target market, conducting market research, and finding government customers for your product or service, go to:

Federal Funding Accountability and Transparency Act www.ffata.org

A good source for market research, the Federal Funding Accountability and Transparency Act website contains information about who's buying the things you're selling. A single, searchable website open to the public, it contains most federal awards, including grants, subgrants, loans, awards, cooperative agreements and other forms of financial assistance as well as contracts, subcontracts, purchase orders, task orders, and delivery orders.

Federal Procurement Data System FPDS <https://www.fpds.gov>

GSA analyzes data as part of its own strategic planning process and provides this information to contractors who ask for it via the Federal Procurement Data System. This data can help vendors gain strategic insight into which agencies are buying from the Schedules program and which aren't. Vendors can request and receive specific data by sending an email request to the applicable acquisition center see above and can use this data to develop their own marketing strategy and communications plans.

Federal Business Opportunities FedBizOpps <https://www.fbo.gov/>

is the single government-wide point-of-entry for federal government procurement opportunities valued at more than \$25,000. Government buyers publicize their business opportunities by posting information directly to FedBizOpps, while commercial vendors use the same portal to seek federal markets for their supplies products and services, and can search, monitor, and retrieve opportunities solicited by the federal contracting community.

For more information about how to use this resource more effectively, see Appendix C at the end of this document.

Federal Acquisition Jump Station <http://www.thecre.com/fedlaw/legal25/fedproc.htm>

The Federal Acquisition Jump Station provides websites of federal procurement information broken down by agency. It also includes announcements of upcoming and current acquisitions and solicitations as well as federal acquisition regulations.

LSU Libraries Federal Government Agencies Directory

<http://www.lib.lsu.edu/gov/index.html>

Military Installations

Air Force website <http://www.af.mil>

US Army Acquisition Corps <http://www.forscom.army.mil/contract/>

US Marine Corps <http://www.usmc.mil>

NAICS Codes <http://www.census.gov/eos/www/naics>

Recovery.gov <http://www.recovery.gov/>

Search Gov.com <http://searchgov.com/>

Small Business Outreach Sessions

U.S. Department of Homeland Security www.dhs.gov/openforbusiness

U.S. Department of the Treasury www.treasury.gov/osdbu

U.S. Department of Justice www.usdoj.gov/jmd/osdbu

U.S. Department of Agriculture www.usda.gov/osdbu

U.S. Department of Health & Human Services www.hhs.gov/osdbu/

U.S. Department of Veterans Affairs www.va.gov/osdbu/services/conferences.asp

U.S. Department of Housing and Urban Development www.hud.gov/offices/osdbu/index.cfm

“A – Z” Listing of Agencies Federal, State and Local Agencies, as well as Tribal Governments http://www.usa.gov/Agencies/Federal/All_Agencies/index.shtml

Agency Offices of Small and Disadvantaged Business Utilization (OSDBU)
<http://osdbu.dot.gov/>

Cabinet Agencies <http://www.whitehouse.gov/administration/cabinet/>

Commercial Business Daily (CBD) <http://cbdnet.access.gpo.gov/>

Defense Logistics Agency (DLA) <http://www.dla.mil/>

Federal Agencies and Commissions <http://www.whitehouse.gov/our-government/federal-agencies-and-commissions/>

Federal Employment Statistics <http://www.opm.gov/fedata>

Federal Funding Accountability and Transparency Act <http://www.ffata.org>

Judicial Branch Links <http://www.whitehouse.gov/our-government/judicial-branch/>

For contract administration and maintenance, go to:

Online Representations and Certifications Application (ORCA) <http://orca.bpn.gov>

Central Contractor Registration CCR <https://www.bpn.gov/CCR/default.aspx>

For learning more about federal contracting, go to:

Defense Acquisition University <http://www.dau.mil>

Acquisition Center of Excellence for Services <https://acc.dau.mil/ace>

Federal Acquisition Institute <http://www.fai.gov>

For contractor support, go to:

US Small Business Administration <http://www.sba.gov>

Veterans Advocacy Foundation <http://www.vetbiz.com>

Agency Offices of Small and Disadvantaged Business Utilization (OSDBU)
<http://osdbu.dot.gov/>

DoD: Doing Business with the DoD Web Page Small Business Related
http://www.acq.osd.mil/osbp/doing_business/index.htm

DoD Procurement Technical Assistance Program (PTAP) Centers
<http://www.dla.mil/db/procurem.htm>

Procurement Technical Assistance Center (PTAC) <http://ptac-meda.net>

Service Corp of Retired Executives (SCORE) <http://www.score.org>

For staying abreast of the latest news and trends in federal acquisition, go to:

Acquisition Central Integrated Acquisition Environment

<http://www.gsa.gov/portal/content/105036>

Acquisition Center of Excellence for Services <https://acc.dau.mil/ace>

CCR <https://www.bpn.gov/CCR/default.aspx>

Federal Acquisition Institute <http://www.fai.gov>

DoD: Doing Business with the DoD Web Page Small Business Related

http://www.acq.osd.mil/osbp/doing_business/index.htm

DoD Procurement Technical Assistance Program PTAP Centers

<http://www.dla.mil/db/procurem.htm>

FedWorld <http://www.fedworld.gov/>

Procurement Technical Assistance Center (PTAC) <http://ptac-meda.net>

Service Corp of Retired Executives (SCORE) <http://www.score.org>

Fee-Based Resources / 3rd Party Private Sector Companies

To add a company to this list of resources, contact Geri Haworth, Business Management Director, Management Services Center GSA-FAS at 253-931-7064 or send email to geri.haworth@gsa.gov

Bloomberg Government <http://about.bgov.com/>

Eagle Eye Publishers www.eagleeyeinc.com

Carroll Publishing <http://carrollpub.com/index.asp>

Federal Sources, Inc. <http://www.fedsources.com/>

Federal Yellow Book Mailing List <http://www.leadershipdirectories.com>

Fedmarket <http://www.fedmarket.com/>

INPUT <http://www.input.com/default.cfm>

TechAmerica <http://www.techamerica.org/>

BH Sky Associates <http://www.bhskyassociates.com/gsa-schedule-services>

Social Networking Sites

GSA Social Networking Sites

Facebook <http://www.facebook.com/GSA>

Twitter <http://twitter.com/usgsa>

Interact: GSA Services Ordering Solutions Discussion Group

<http://interact.gsa.gov/groups/services-ordering-solutions-avoiding-mas-confusion>

Interact: Multiple Award Schedules Discussion Group

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

GSA Schedules Facebook <http://www.facebook.com/usgsaschedules>

GSA Schedules Twitter <http://twitter.com/usgsaschedules>

GSA Office of Small Business Utilization Twitter <http://twitter.com/gsaosbu>

Other Social Networking Sites

Defense Acquisition University

Facebook <http://www.facebook.com/Defense.Acquisition.University>

Service Corps of Retired Executives (SCORE)

Blog <http://feeds.feedburner.com/scorewomensblog>

Facebook <http://www.facebook.com/SCOREFans?v=wall&viewas=0>

Twitter <http://twitter.com/SCOREMentors>

LinkedIn SCORE Association

<http://www.linkedin.com/groups?gid=59189&mostPopular=&trk=tyah>

US Small Business Administration (SBA)

Blog <http://www.sba.gov/about-sba-services/our-blog>

Facebook <http://www.facebook.com/SBAGov>

Twitter <http://twitter.com/sbagov>

Printed and/or Downloadable Documents

GSA Schedule Input Program SIP Instructions <http://www.gsa.gov/portal/content/104251>
– Also available in Appendix B.

GSA Steps Newsletter, Past and Current Issues

https://vsc.gsa.gov/common/modules/display/templates/sub_pub.cfm

Through GSA's Centralized Mailing List Service CMLS, you can download GSA publications and GSA Global Supply™ catalogs as PDF documents, or order them for delivery via U.S. Postal Service. You can also subscribe to the GSA MarkeTips magazine.

To access documents on CMLS:

1. **Go to** the CMLS home page. <https://apps.fas.gsa.gov/cmls/welcome.cfm>
2. Go to the Keyword Search box, type in the CMLS code for the desired document and click “go.” Some documents that might be of interest to GSA Schedule vendors include:
CMLS code – Title of Document
00035 – GSA Contractor Reference Guide: Steps for Success
00321 – MAS Multiple Awards Schedules Desk Reference Guide
00140 – FAS One Source Directory
00114 – Federal Acquisition Service Overview
00326 – Product Overview Brochure
00327 – Service Overview Brochure
00330 – Technology Overview Brochure
00391 – Travel Solutions Overview Brochure
00126 – Transportation Overview Brochure
00345 – Motor Vehicle Management Overview Brochure
00196 – A Quick Guide to Accepting GSA SmartPay 2 Vendor Brochure
3. To view the document in a PDF format, click on “view,” then “open” or “save” a copy of the PDF.
4. For FREE printed copies of a document: login, add the document you want to your shopping cart, and proceed to checkout.
5. If you do not have a login, click on “Login to My Account”, and click on “I am a new user. Let me Register.”

Appendix A: GSA eLibrary

GSA eLibrary formerly Schedules e-Library is the online source for the latest contract award information for GSA Schedules; Department of Veterans Affairs VA Schedules; and Technology Contracts, including Governmentwide Acquisition Contracts GWACs, Network Services and Telecommunications Contracts, and Information Technology IT Schedule 70.

GSA eLibrary is available 24 hours a day, 7 days a week to provide up-to-date information on which suppliers have contracts and what items are available. Information can be obtained by searching on various search terms, including Keywords; Contractor/Manufacturer Name; Contract Number; Schedule Name, Schedule Number, Category/Sub-Category Name, or Category Number/Special Item Number SIN; or Technology Contract Name, Contract Number, or Category Name/Number.

GSA eLibrary also provides an Alphabetical Listing of Available Contractors, allowing customers to easily locate all Schedule and Technology Contracts for a particular company. An updated Category Guide is designed to facilitate searches for specific groups of items.

Our systems division in central office is working to make GSA eLibrary much more user friendly. Soon, you will be able to go on the website and update your information as needed, without having to go through the acquisition center. Also, GSA allows you to access *GSA Advantage*[®] or eBuy directly from the eLibrary page.

To access GSA eLibrary and view/change your schedule listing:

1. **Go to** <http://gsaelibrary.gsa.gov>
2. Click on “Quick Schedule” located at the top right of the screen, select the Schedule you desire, and click “go.” For our demonstration we will be using Schedule 738 II
3. This will take you to the Schedule Summary page. From here, click on the category you desire. For our demonstration we will be using Category 382 3 Training and Educational Materials *Note: You can also use the drop down menu to find your desired category.
4. This link shows the Schedule Title along with the Schedule name. By clicking on the Red SIN number, it takes you directly to the schedule page where the solicitation can be downloaded. It also brings up the contractors and their links to *GSA Advantage*[®]. For our demonstration we will be using A LA CARTE LANGUAGES INC
5. Look at your contact information and company information and verify that it is correct. If your information is entered wrong, customers will not be able to contact you. *Note: Updates to company/contact information can take up to 24-48 hours for GSA to receive. After GSA receives the updated information, your Contracting Officer CO must review and approve the changes in FSS Online before it will be displayed in eLibrary.

6. Click on “Vendors How to change your company information,” located at the top right of the page to download the detailed instructions on how to change your company information. To summarize, the instructions on this page will prompt you to do the following:
7. To change your company address: Update the information on the Central Contractor Registration CCR and contact your CO.
8. To change your telephone number: Notify your CO of the change so that it can be updated in GSA’s internal system FSS Online.
9. To change your email or web address: If your catalog is on *GSAAdvantage!*[®], you must submit a catalog file update to correct the email/web address. If your catalog is not yet available on *GSAAdvantage!*[®], notify your CO of the changes so he/she can update FSS Online accordingly.

Appendix B: GSA's Vendor Support Center

The Vendor Support Center offers valuable information and assistance concerning how to effectively manage your federal supply schedule contract. The Vendor Support Center VSC is the online source for vendors to obtain information, review and report sales, view competitor sales reports, find sales partners and more. The VSC website contains a wealth of information to assist both GSA Schedule and Government Wide Acquisition Contract GWAC contractors in fulfilling the contract administration requirements of their respective contracts. Online information is available 24 hours a day, 7 days a week.

The VSC maintains a staff ready to assist vendors in the preparation and submission of electronic catalog files to *GSA Advantage!*[®], and in the submission and reporting of sales data. Vendors may contact the VSC staff Monday - Friday, 7:30 a.m. - 5:30 p.m. EST at 877 495-4849, or via email at vendor.support@gsa.gov.

To View Competitor Sales Reports and To Find Sales Partners:

1. **Go to** <https://vsc.gsa.gov>
2. Go to "Business Opportunities" located on the far right of the blue bar at the top of the page. From the drop down menu, select "Schedules Sales Query SSQ".
3. On the Schedule Sales Query page, click on "Create Report" located on the left.
4. Fill in the information fields Name, Company, E-Mail, Telephone # and click "Proceed".
5. Next, choose the type of report you would like generated, and click "Generate Report".
6. From here, you have the option to choose from "Text file for printing" or "Excel Spreadsheet" for different fiscal years. Click on the file type and the fiscal year you desire.
7. Open or Save the document.

Schedules Input Program SIP Training

Through the Schedules Input Program SIP, vendors provide text and catalog files about their businesses for upload to *GSA Advantage!*[®]. *GSA Advantage!*[®] is the core e-tool that houses information on GSA Schedule contractors and provides vital information to customer agencies. Vendors must make sure their companies are well represented, because when a customer uses eLibrary and eBuy, they are linking to vendor information stored in *GSA Advantage!*[®]. At GSA we teach our customers that they need to use *GSA Advantage!*[®] for their market research.

To access comprehensive training on how to upload your text and catalog files to GSA Advantage using SIP:

1. **Go to** <https://vsc.gsa.gov>
2. Put your cursor mouse arrow over “Getting on Advantage,” located on the second tab of the blue bar near the top of the website. A drop down menu will appear with the following selections: SIP/EDI differences, SIP Training and SIP Instructions.

You may also contact the Vendor Support Center if you need additional help:

Contact Information

Hours: 7:30am - 5:30pm EST

Phone: 703 605-9992

Toll Free: 877 495-4849

Fax: 703 605-9886

Email: vendor.support@gsa.gov

Mailing Address

Vendor Support Center

2100 Crystal Drive

Crystal Plaza 3, Suite 906

Arlington, VA 22202

GSA Logo

Through GSA’s marketing and outreach efforts, we have trained customer agencies to look for the GSA Logo. Your company should clearly and frequently display the GSA logo so that potential customers can easily identify you a schedule contractor. You may use the logo in any outreach efforts you undertake, as long as you follow the guidelines available on the Vendor Support Center. To access those guidelines:

1. **Go to** <https://vsc.gsa.gov>
2. Put your Curser mouse arrow over “Getting on Advantage” located on the second tab on the blue bar near the top of the website. A drop down menu will appear, from here click on “GSA Logo”.
3. You should now be on a GSA website with the heading “GSA Logo Download”. This webpage has guidance on the Guidelines of using the GSA Star Mark Logo.
4. Click on the “Accept” button red box located near the top center of the webpage.
5. Here you will find all the variations and downloads of the GSA Star Mark Logo.

Questions or clarifications about the use of the GSA star mark should be directed to the Office of Marketing, Communications Division, at 703 605-5640.

More About Schedules

To learn more about the GSA Schedules program:

1. **Go to** <https://vsc.gsa.gov>
2. Put your Curser mouse arrow over the menu item “Government Marketplace.” It is located on the second tab from the right on the blue bar near the top of the website. A drop down menu will appear. From there click on one of the following topic areas:
 - “**Schedules Overview from 30,000 ft**”
 - “**Are Schedules for you?**”
 - “**Benefits of Schedules**”
 - “**How to use Schedules**”

Sales Reporting

1. **Go to** <https://vsc.gsa.gov>
2. Put your Curser mouse arrow over “Reporting Sales,” located on the third tab on the blue bar near the top of the website. A drop down menu will appear. From that menu, select “72A Online Reporting.”
3. You should now be in the GSA 72A Quarterly Reporting System. From here, you can login and Report your Quarterly Sale. There is also guidance regarding IFF Payment Info, State and Local Disaster Recovery Purchasing, IFF and Access Fee Rates, and Frequently Asked Questions.

Appendix C: FedBizOpps

FedBizOpps is the single government-wide point-of-entry for federal government procurement opportunities valued at more than \$25,000. Government buyers publicize their business opportunities by posting information directly to FedBizOpps, while commercial vendors use the same portal to seek federal markets for their supplies products and services, and can search, monitor, and retrieve opportunities solicited by the federal contracting community.

It's important to note that, to use FedBizOpps effectively, you need at least some knowledge of the Schedule's North American Industry Classification System NAICS number and how to filter the data for the appropriate Product Service Codes. To find your NAICS code, look at your contract.

To Search for Procurement Opportunities:

1. **Go to** <http://fbo.gov>
2. Click on "Find Opportunities," which is located in the middle of the home page in the light green section for "Vendors / Citizens." No login is required to view opportunities.
3. On the "Find Opportunitites" page, there are a number of ways to search for opportunities, including Keyword / Solicitation #, Agency, Set-aside, State, and Type. You can also use Search by Classification, NAICS code, Recovery actions, and more.
4. For example, if you enter the NAICS code 541620 in the "Keyword / Solicitation #" search box and click Enter, the search results will show you all of the current opportunities available linked to that NAICS number.
5. Click on an individual opportunity to view in-depth details.
6. To find specific contracting Points of Contact POCs, go to the "Notice Details" page of each agency's opportunity. If you scroll down to the bottom of the page, you will find the agency's primary POC.