

Hosted by **SCORE**  | Washington DC

Acquiring a GSA Multiple Award Schedule

PRESENTED BY: MICHAEL PERCH, PMP

About SCORE

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Your Presenter



Michael V. Perch, PMP
Managing Director
Road Map Consulting, LLC

Michael Perch is the founder and owner of Road Map Consulting LLC (RMC) and is a subject matter expert in the fields of federal and state public procurement. He has 27 years of experience in Federal Government Contracting, program management, training, and curriculum development, including 17 years as the owner of an audio-visual systems integration firm, which he sold in 2006.

RMC, founded in 2009, is a Federal Procurement Management Consulting and Leadership Training Firm that works with small businesses to gain market share in the federal government space.

Since 2009, Michael has assisted over 300 firms in acquiring SBA 8(a), Government Wide Acquisition Contracts and GSA MAS contracts via RMC's SBA, GSA, and MCM 360 service offerings. Contract awards resulting from SBA certifications and IDIQ contracts have resulted in over \$1 Billion in task order awards to RMC clients.

Career Highlights

- DC SBDC Senior Consultant 2020 - Present
- Founder and CEO Road Map Consulting 2009 - Present
- Adjunct Professor George Mason University 2011 - Present
- SCORE Mentor Washington, DC Chapter 2007 - 2017
- Founder and CEO CPS, Inc. 1989-2006
- Bachelor of Science Degree – Finance Florida A& AM University
- Masters Degree - Federal Procurement Policy George Washington University

Road Map Consulting, LLC



- Federal Procurement Management Consulting and Training Firm
- Grown to over 300 clients in the past year
- ISO 9001:2015 Certified
- Provides training solutions and continued learning to organizations large to small
 - On GSA Professional Services Schedule, Nation-wide Training State Government IDIQ, Navy BPA
- Assist companies with GSA Schedule Proposal Support, Business Development, Contract Administration
 - GSA 360
 - SBA 360
 - Marketing and Capture Management (MCM) 360
- Expertise in providing a strategic “Road Map” for federal government contracting and successful business practices
- Large Business Clients – International SOS, Indelible Management Solutions, Navy Supply Corps School.

What is a GSA/VA Schedule Contract?



- **GSA/VA Multiple Award Schedule (MAS) Contracts**, also known as Federal Supply Schedules, are Indefinite Delivery, Indefinite Quantity (IDIQ), long-term contracts under the General Services Administration's MAS Program.
- **Initial Award Period: 5 years**
- **Option Periods: 3 Potential 5-Year Options**
- **Possible Total of 20 Contract Years**

Two Distinct Contracts: GSA MAS vs. VA FSS

- Similarities and Differences



Category	GSA MAS	VA FSS
Managing Agency	Managed by the General Services Administration (GSA)	Managed by the Department of Veterans Affairs (VA), National Acquisition Center (NAC)
Scope	Broad government-wide use for all federal agencies	Primarily used by the VA and some other HHS agencies (e.g., Indian Health Service)
Focus	Covers many categories (IT, professional services, office supplies, furniture, facilities, security, etc.)	Focused on medical products and services , including pharmaceuticals, medical equipment, and clinical services
Schedule Types	Single consolidated MAS (previously 24 legacy schedules)	Over 9 distinct schedules , each for specific medical categories
Contracting Authority	GSA contracting officers manage the entire MAS program	VA's National Acquisition Center (NAC) contracting officers manage the VA FSS
Application Process	Submit through GSA eOffer ; standardized across industries	Apply through the VA FSS Portal ; process is more rigid , especially regarding product documentation and clinical evaluations
Industrial Funding Fee (IFF)	0.75% paid quarterly to GSA	0.50% paid quarterly to VA
Use of Schedules by Agencies	Any federal agency, state/local governments (in some cases)	Primarily VA , though some other agencies with healthcare needs can use them
Drug & Device Regulations	Less regulatory oversight for commercial products	Must comply with VA-specific regulations , including Trade Agreements Act (TAA) , FDA registrations , and Unique Device Identification (UDI) for some items

GSA MAS vs. VA FSS



- This presentation will focus on the GSA MAS proposal requirements
- VA FSS requirements are similar to GSA MAS
- VA FSS proposal process is more rigid and outdated
- Typical approval timeline:
 - GSA MAS – Three (3) to Six (6) Months
 - VA FSS – One (1) to Two (2) Years

GSA/VA Contracts from a Buyer's Perspective

- With over \$50 Billion in sales in the 2024 fiscal year, the GSA MAS/VA FSS Schedules are the most widely used government contract vehicles (roughly 8% of the approximate \$600 Billion market).
- Many government buyers prefer to purchase products and services through the GSA MAS because it streamlines the procurement process through a host of benefits.

Benefits of Ordering Through the GSA MAS (Government):



- Ease of ordering (extensive competition is not required), particularly if it's a Simplified Acquisition (under \$250K)
- Discount volume pricing
- GSA Schedule pricing is pre-determined by GSA to be fair and reasonable
- All applicable regulations already incorporated, and competition requirements met
- All MAS Schedule holders have been determined to be technically and managerially competent

Benefits to the Government con't...

- Orders placed under the Schedule's program can count towards an agency's socioeconomic goals and accomplishments
- Flexible pricing: Customers are free to request price reductions beyond discounted Schedule prices
- Skill Pool: Contractor Team Arrangements (CTA's) allow agencies to customize solutions from a vast skill pool to obtain "total solutions"
- Control of procurement process: Ordering activity maintains a direct relationship with the contract service provider; GSA is not involved in the process except to initially establish the MAS contract



Benefits to the Government con't...

- Easy payment options: GSA SmartPay®, is accepted for all Schedule orders under \$3,000.
- No order limitations: Customers can place an order for any dollar amount.
- Expedited delivery: Available in many cases, and items can be frequently delivered overnight or within two days.
- Environmental Compliance: Orders placed under the GSA Schedules provide compliance with environmental requirements for application services and products.



How Does a GSA MAS Benefit the Contractor?




- Increased potential for strong sales. GSA Schedules are the buying method of choice for Federal Agencies.
- The GSA Schedule is the fastest and easiest way for commercial companies to introduce their products into the Federal market.
- Schedule contracts allow a company to sell its products to any Federal agency, either military or civilian, at pre-negotiated pricing discounts, delivery times, warranties, and terms.
- It significantly streamlines the buying process because (in most cases) there is no need for extensive proposals, quotes, competition comparisons and negotiations.

Who Purchases from a GSA Schedule?



- Federal Government, including:
 - Executive Branch
 - Congress
 - Military
- Independent Federal Agencies
- Some government contractors
- State and localities
 - Cooperative Purchasing
 - Counter-drug activities
 - Disaster Recovery
- Other authorized entities



GSA MAS

Is It Right for Your Firm?

Is a GSA MAS Right for Your Firm?

- Readiness Assessment
- Competition
- Necessity
- Eligibility



Readiness Assessment

- The Readiness Assessment tool is designed to assist offerors in determining whether they are ready to pursue a MAS contract and will help them with the solicitation process.
- This assessment contains a combination of “Yes/No” and short answer questions. Each question will reference a step in the Vendor Toolbox that will assist the firm in researching, analyzing and deciding if they are ready to become a MAS contractor.



Eligibility



Is the firm eligible to obtain a GSA Schedule?

- Financial Stability (verified by firm's financial statements) – *As of June 1, 2022, start up firms with no financial history may submit a GSA MAS proposal.*
- At least 2 years generation of revenue and profitability – *As of June 1, 2022, not anymore as a result of the Spring Board Program!!*
- Past Performance – *As of June 1, 2022, the firm's principals can substitute their work experience!!*
- Products/services have been sold commercially
- Products are compliant with the Trade Agreements Act. End product must be manufactured or substantially altered within the U.S. or a “designated country” as defined by the Trade Agreements Act.

Eligibility cont...

Is the firm eligible to obtain a GSA Schedule?

- Now firms can use the background, experience and past performance of its owners in place of the previous requirements.
- This was previously only available to specific SINs under Professional IT Services; now its available to ALL firms looking to submit a proposal.

Necessity



- Are there current opportunities in SAM.GOV for your products/services?
- Is the market for the Schedule and SIN you are pursuing growing or shrinking?
- Have you looked at the long-term forecast of Government business opportunities for the product or service where you want to submit a proposal?

Obtaining a GSA Schedule



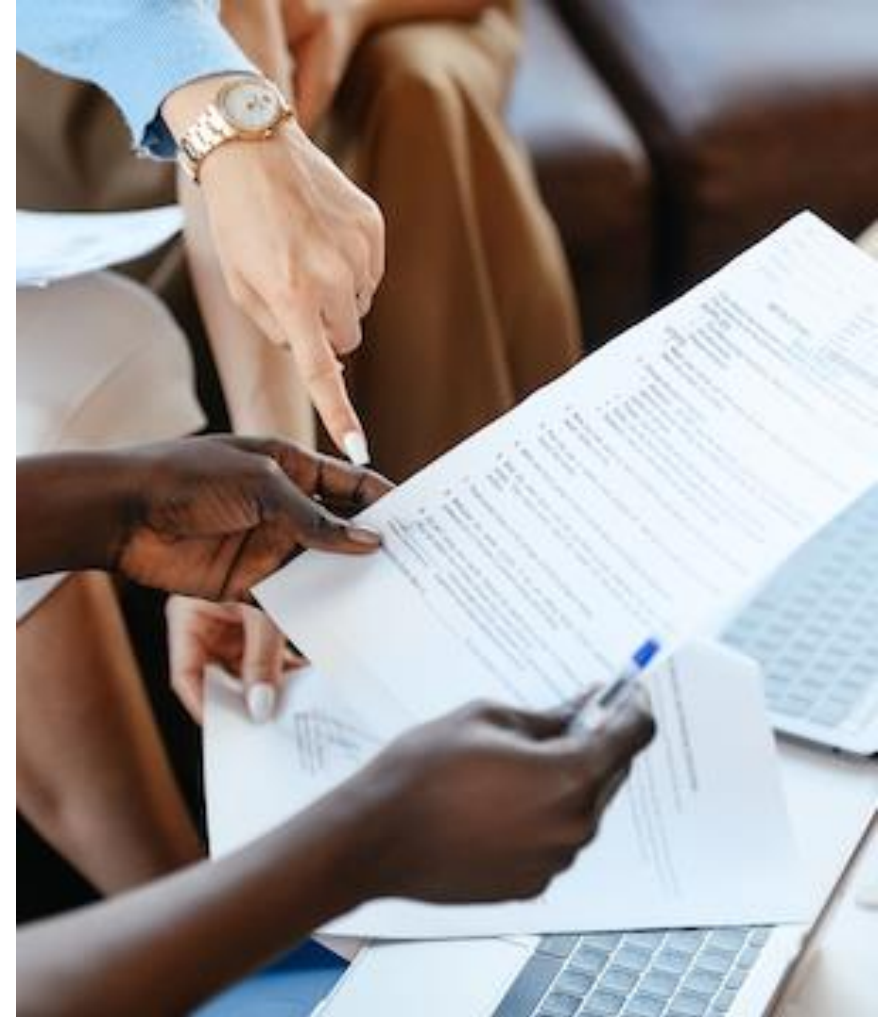
Obtaining a GSA Schedule



- There is no single application that a company can fill out to obtain a GSA Schedule or get on the GSA list.
- Companies interested in getting on the GSA Schedule must submit a proposal in response to the appropriate solicitation.
- Depending upon the solicitation and starting from the time you submit your proposal to GSA, it will take 2 – 6 months to receive your GSA MAS Contract Award.

Documents required for a GSA MAS Proposal

- SAM.GOV profile must be current
- Evidence that the service or products that you would like to appear on your GSA Schedule are “commercially viable”
- Two (2) completed projects (completed within the past two (2) years) that correspond to your primary NAICS code/Special Item Number.
- Contracts/Invoices that support your historical commercial market pricing
- Invoices billed and paid that correspond to those projects
- Competitive proposals issued that contain your commercial market rates
- Quality Assurance program with written policies
- Professional Compensation plan with written policies
-



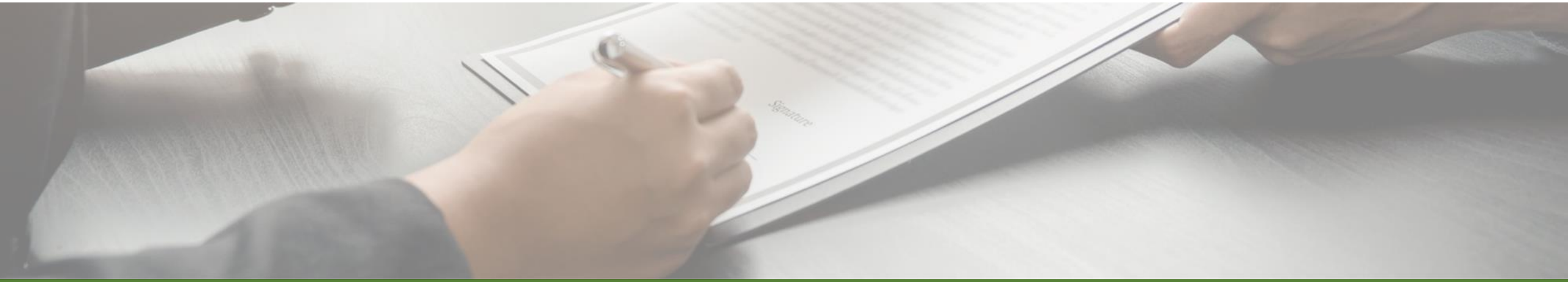
GSA Schedule Timelines



- Two bottlenecks:
 - The time it takes the firm to gather the required info
 - The time it takes for the gov't to assign a Contracting Officer
- Discussion, Clarifications, Pre-Award Audits, etc. can all lengthen the process.
- Rejection may be used as a time management tool. Dot your "i's" and cross your "t's"!

What Products/Services are Offered?

- Environmental Services
- Professional Engineering Services
- Logistics Services
- Language Services
- Management and Consulting Services (including Training)
- Temporary Administrative and Professional Services
- Information Technology Professional Services
- Advertising and Marketing Services
- Financial and Business Solutions
- Security Solutions
- Facilities Maintenance
- Disaster Relief



Why Do You Need to Sell and Market?



- Schedule contract is just the beginning!
- Allows you to sell more, and gives your firm legitimacy.
- How good of a tool it is, depends on who is using it (it's a “hunting license”).
- No GSA revenue is guaranteed.
- Must call on customers and develop leads.

The Selling Triangle

- End-user: Most obvious person
- Program Manager: Sometimes the End-user's boss, sometimes the same person
- The Contracting Officer: The **ONLY** person who can bind the government to a contract



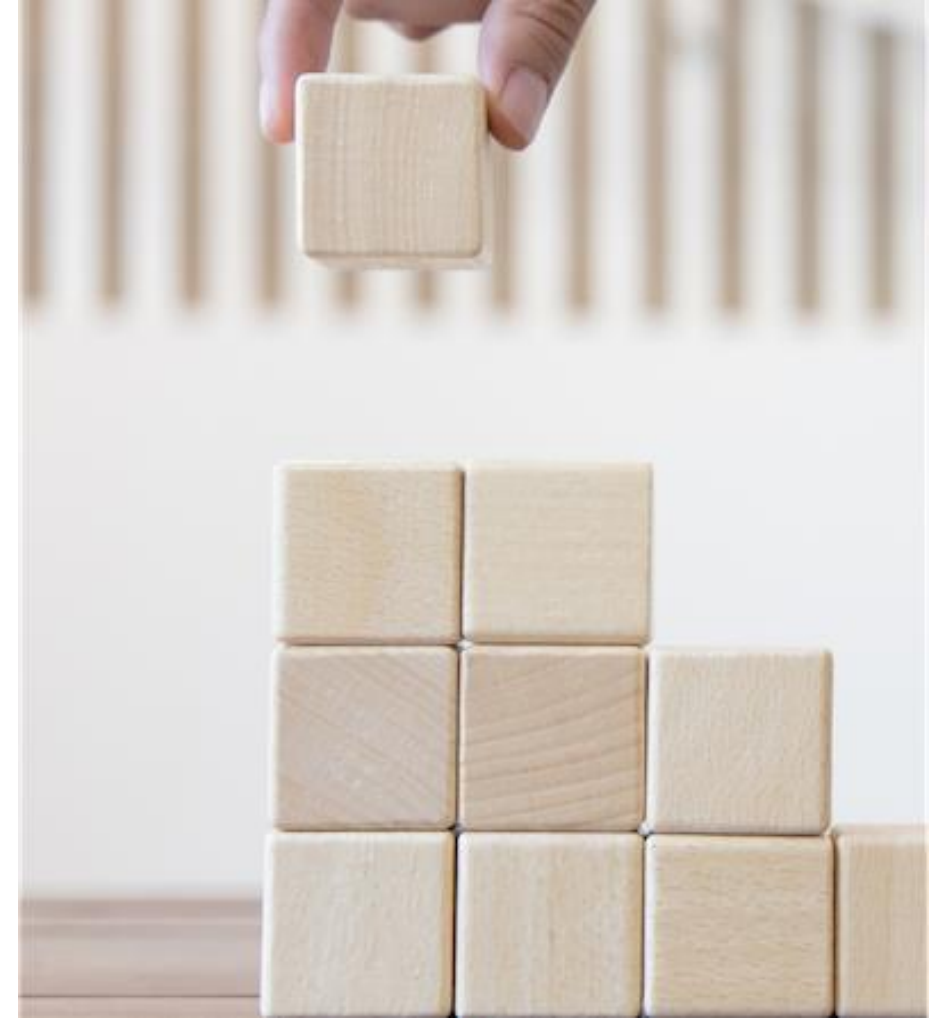
Marketing Tips from the Experts!



- Focus on a select number of targeted agencies.
- Schedules provide a pro-active way to market to new customers through the use of GSA EBUY.
- Can showcase your service offerings and capabilities.
- No need to wait for an RFP.
- Use BPA's to set-up ongoing business.
- Use CTA's to provide total solutions

More Tips...

- Successful firms adopt a “client for life” operating model.
- Government Clients tend to re-use Schedules.
- Government Clients often rely on the same contractors.
- Add new tasking with minimal competition.



Traits of Successful Contractors



- Put the time and resources not just into sales, but relationship building.
- Anticipate problems and ensure strict compliance.
- Learn from others, examine Case Studies.
- Don't do it alone, look for opportunities to Team.

Traits of Successful Contractors con't...

- Do not be afraid to bring in outside consulting help when the time is right; it can be a good investment.
- Join Associations for networking, information and policy representation.
- Advertise your GSA MAS on your website and on your marketing material.



Finally, remember

- GSA MAS business is good business for those that know how to use it
- Knowledge is key – sign up for GSA marketing webinars
- Patience is a necessity
- Does your company have/will it commit the time and resources to make it work?



Finally, remember con't...

- Sales requirement - \$100K during the based contract award period; develop a practice of submitting GSA EBUY proposals
- The administration and compliance of GSA MAS is non-trivial, dedicated internal resources needed
- Patience is a necessity



Questions?

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- Find SCORE resources for small businesses at www.score.org/templates-resources
- Find more SCORE live and recorded workshops and courses at www.score.org/get-business-training
- Book an appointment with a SCORE mentor at www.score.org/find-mentor



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