Expanding Opportunities for Small Businesses

- Shares ideas and best practices for small businesses throughout the country
- Works with the small business community to strengthen partnerships and support the success of our vendors
- Works with businesses to make sustainable products and services readily available and affordable to our buyers
- Drives down prices, deliver better value, and reduce costs to our customer agencies
- Creates new ways that the government can purchase resources smarter and more efficiently
- Develops innovative cost-saving solutions that will be shared across the government
Making a More Sustainable Government

Developing Better Value and Savings

Serving our Partners

Leading with Innovation

Building a Stronger GSA
In Fiscal Year (FY) 2021, the Federal Government purchased approximately $500 Billion in goods and services, ranging from paper clips and janitorial services to next-generation space shuttles and advanced scientific research – and pretty much everything in between. Once the final FY 2018 procurement dollars are calculated, it’s expected that small businesses will have received nearly $100 Billion of federal contract dollar awards.

Knowledge is power! This guide and directory will help you overcome uncertainties that you may have about doing business with the Federal Government and serve as a useful tool for you as you pursue contracting opportunities.

_Diligence, determination, capabilities, and customer relationships/engagement are key factors in successfully doing business with the Federal Government._
Readiness Assessment: Using the Vendor Toolbox

• The Vendor Toolbox contains the Readiness Assessment, a mandatory self-evaluation tool, aimed to help potential contractors decide whether their offerings meet the needs of the federal government.

• The Vendor Toolbox contains training materials that will help you learn more about the Federal market, tools that will help you uncover opportunities, and links to resources that can assist you in being a successful MAS contractor.

• You can access the Vendor Toolbox through our Vendor Support Center at https://vsc.gsa.gov/.
Application Process

• Register with the System for Award Management (SAM)
  • Must have the following to register in SAM.gov:
  • North American Industry Classification System (NAICS)
• Data Universal Numbering System (DUNS)
• Create/update business plan
• Find the appropriate solicitation (via GSA eLibrary)
• Apply for Digital Certificate
• Download applicable solicitation package from Sam.gov
• Complete Pathways to Success training
• Respond to the solicitation in its entirety
• Submit your offer
Registration and Certifications

- **SAM** – The System for Award Management (SAM) is the Official U.S. Government system that is a mandatory registration to do business with the federal government. There is NO fee to register for this site.

- **DUNS** – The nine-digit Data Universal Numbering System (DUNS), managed by Dun & Bradstreet, is a widely accepted, unique identifier for companies around the world. [Note: Link goes to a non-government site]

- **NAICS** – is the standard used by Federal statistical agencies in classifying business establishments for the purpose of analyzing, and publishing statistical data related to the U.S. business economy.
Creating a Business Plan
https://www.sba.gov/writing-business-plan

Before committing to the Schedule contract process, experts recommend that firms create a business plan that includes items such as:

• An estimate of the expected Return on Investment
• A marketing plan
• A determination of whether or not you have dedicated personnel for this new venture.

Market Research should also be conducted to determine:

• Which federal agencies have purchased my product or service?
• Where are those agencies located?
• What was the price of those sales?
• What are the buying trends and forecasted sales for my product or service?
Small Business Certifications

8(a) SDB Development Certification Program Application –

HUBZone Program Application –
https://www.sba.gov/category/navigation-structure/how-apply

Woman Owned Business – Certification Required for some NAICS –
https://www.sba.gov/content/women-owned-small-business-wosb-program-certification

Veteran Owned Business – Self Certify except for Veterans Administration (VA) Schedules which must be verified through www.VetBiz.gov. Through this link you can click on the Verification Application Guide.

Service Disabled Veteran Owned Business – Self Certify
https://www.sba.gov/content/women-owned-small-business-wosb-program-certification
Find the Right Solicitation

Review the complete listing below to determine the appropriate GSA Schedule number for your product or service. Selecting the Schedule number will take you to [GSA eLibrary](https://www.gsa.gov). It has an updated MAS category guide designed to facilitate searches for specific groups of items, and a hyperlink to each Schedule's current solicitation in Sam.Gov.

- Professional Services Schedule (PSS)
- Center for IT Schedule Programs
- Greater Southwest Acquisition Center
- Facilities Maintenance and Hardware Acquisition Center
- Northeast and Caribbean Supply and Acquisition Center
- Integrated Workplace Acquisition Center
- Office of Travel, Motor Vehicle, and Card Services
Responding to a Solicitation

Generally, each solicitation will require corporate and financial information, past performance, commercial practices and a proposed GSA price list. However, the exact information required will vary depending on your Schedule.

If your small business chooses to pursue a GSA Schedule, this can be the most time-consuming step of the process.
Responding to a Solicitation

Proposal Review
- Your GSA Schedule Contract proposal must be submitted electronically through GSA’s eOffer system [http://eoffer.gsa.gov](http://eoffer.gsa.gov)
- Once submitted, it will be assigned to a Contracting Officer who will conduct an intense and thorough review.
- During this review the Contracting Officer will request additional information and/or clarifications.

GSA Contract Negotiation
- The purpose of the GSA Schedules Program is to leverage the government’s vast buying power to pre-negotiate discounted pricing.
- Once your Contracting Officer has completed a satisfactory review of your proposal, a conference call will be scheduled to negotiate pricing.
- It is crucial that you plan a negotiation strategy in advance to ensure the agreed upon discount is favorable to both potential government buyers and your company/organization.
Responding to a Solicitation

Final Proposal Revision
• After negotiations are complete, you will prepare and submit a Final Proposal Revision (FPR) that synopsizes your entire proposal and includes finalized pricing, as negotiated with GSA.

GSA Contract Award
• Contractors will receive a Contract Award and GSA Schedule Contract Number approximately a week after submitting the Final Proposal Revision. Once awarded, you may begin selling from your Schedule immediately.
Available Offerings/Finding the TEMPLATES

• The GSA Solicitation templates ARE NOT in SAM.gov

Available Offerings and Requirements

The **Multiple Award Schedule (MAS or the Schedule)** solicitation is broken into Large Categories, Subcategories, and Special Item Numbers (SIN) that have corresponding North American Industry Classification System (NAICS).

To identify the large categories, subcategories, and SINs currently available under MAS, please view the latest Available Offerings Attachment [XLSX - 230 KB].

For reference, this version of the available offerings attachment [XLSX - 307 KB] contains a mapping of legacy Schedule and SIN to the new MAS SINs.

The MAS solicitation outlines requirements for all offerors, including the required information you must attach to your offer to be considered for a Schedule contract. In addition, some large categories, subcategories or SINs have unique requirements or additional templates and attachments that may be required as part of your offer. This additional information is used to better evaluate your offer and confirm you are ready to do business with the Federal government. Below is an outline of the attachments and templates that you may be required to submit with your offer.

For more information on the applicability of each template or attachment, please refer to SCP-FSS-001 under section 1 of the MAS solicitation and each applicable “Large Category Attachment” related to your offerings. In addition to specific attachments, there may be clauses or additional instructions specific to your offerings outlined in those documents.

**Solicitation Attachments and Templates** - Complete offering requirements and information are provided in the MAS solicitation and large Category attachments. Templates, attachments, and critical information referenced in the solicitation are provided below for use. Please reference solicitation documents for further instruction.

**Templates to download, complete, and upload in eOffer (if applicable)**

**Templates provided for reference only. Information should be completed and submitted in eOffer.**
Additional Resources: Small Business Training

www.gsa.gov/smallbizresources

It is not required for you to have a schedule contract with GSA in order to do business with the federal government. There are other ways to do business with government agencies.

Attend more training:

- Partnering for the Strategic Advantage
- How to Access Procurement Opportunities
Additional Resources

SBA provides business counseling, training and business development specialists providing free and low-cost services in your area. 1-800-U-ASK-SBA (1-800-827-5722)

**The Association of Procurement Technical Assistance Centers** (http://www.aptac-us.org/new)
PTACs provide a wide range of assistance, most free of charge, to businesses through one-on-one counseling sessions, classes, seminars and matchmaking events. This organization is funded in part by Department of Defense. Contact your local PTAC for help.

**Minority Business Development Agency** (http://www.mbda.gov)
MBDA, a part of the U.S. Department of Commerce is an entrepreneurially focused organization committed to wealth creation in minority communities. The Agency's mission is to actively promote the growth and competitiveness of large, medium and small minority business enterprises (MBEs).
GSA OSBU on Social Media
www.gsa.gov/smallbizresources

@GSAOSBU
@USGSA
@USGSASchedules
@gsapbsIRD

GSA YouTube Channel
https://interact.gsa.gov/
Marketing Your Company to Federal Government

1. Conduct Market Research
2. Identify Target Agencies
3. Develop a Strategic Plan
4. Develop a Marketing Strategy
5. Refine your Approach

Lead Generation & Business Development Process
What is needed to use FPDS?
Your Product Service Code (PSC)

1. Industry Classification used to identify specific types of industry.
2. NAICS is a broad classification
3. The NAICS is what you do

1. PSC's can help you narrow down exactly what your business does
2. PSC's are specific and can yield better data for market research and analysis
3. Your PSC is how you are doing it
Harness the Power of Data:

→ **Have a solid understanding** of the federal market for your product or service.

→ **Know the key players, critical policies, initiatives, and spending budgets** for your target agencies.

→ **Use this information** to be proactive in finding opportunities and generating leads.
FPDS-NG (LEGACY SYSTEM) Overview-
NOTE: NOW SAM.GOV

Federal Procurement Data System - Next Generation

• **What’s reported to FPDS-NG?** Agencies are required to report on all contract actions using appropriated funds whose estimated value is $3,500 or more as specified in FAR 4.6 Contract Reporting.

• **Where the data is from:** Contracting Officers enter the procurement data directly or the data is fed from 90+ agency contract writing systems.

• **Oversight:** Operated by GSA IAE with Governance from Acquisition Committee for eGov, Procurement Committee for eGov, Financial Assistance Committee for eGov and IAE CCB

For more details visit: [www.fpds.gov](http://www.fpds.gov)
Tools to Conduct Market Research

Utilize these tools for your market research:

- Latest GSA contract award information
- Assess your competition
- Offers published sales data of schedule contract sales
- SIN Sales
- Contractors already on schedule
- Ability to assess the size and potential of your target market
- A repository of all government transactions/receipts over $3,500
- Information reported from 90 plus agencies.

https://www.gsaelibrary.gsa.gov

Consider the buying trends and forecasted sales for your product/service
## Forecast of Contracting Opportunities

### How to Access the Forecast Tool:

- Federal Government Users Click here to sign in for full access.
- Non-Federal Government & Public Users Click here for public access.

### Background:

- Launched in March 2016
- Focuses on acquisition planning and increases awareness of potential prime and subcontracting opportunities.
- The goal is to help both GSA buyers and vendors easily communicate around potential contracting opportunities.
- The Tool includes information for GSA and the Department of Interior.
- The goal is to have all federal agencies use the tool.

For more details visit: [https://hallways.cap.gsa.gov](https://hallways.cap.gsa.gov)
Marketing Your Company

1. Market Assessment
2. Target Markets
3. Competitive Analysis
4. Regulatory Restrictions
5. SWOT Analysis
6. Long & Short Term Strategy

Your Marketing Strategy
Customer Service Directors (CSDs)

- Customer Service Directors (CSDs) provide assistance, resolve problems and answer questions from GSA's customers, our Federal, state & local clients.

- CSDs also host seminars on a variety of useful topics, and are a valuable source of information on all of GSA's programs.

- CSDs also markets the use of GSA and our entire suite of Acquisition Tools provided by GSA to Federal, state, & local agencies.

- Visit GSA.GOV/CSD to find your local CSD.
What is the Advantage?

- Faster than going open market
- Pre-Negotiated ceiling prices to achieve best value
- Built in strong assurance of FAR Compliance
- Access to small businesses in support of socioeconomic goals
- Access to emerging technologies and innovative solutions
Tips for Success

1. Respond to RFI’s & Sources Sought notices
2. Attend Industry “Days”
3. Strategically manage your time at Matchmaking Events
4. Network with other GSA contractors
5. Check GSA e-Buy for opportunities.
Additional Solutions:

www.gsa.gov/small-business

www.gsa.gov/events

www.gsa.gov/small-business
FASSt Lane: Making It Easier

With FASSt Lane, eligible vendors get shorter processing times for contract actions that directly support federal customer agency requirements, and agencies get fast access to emerging technologies and innovative offerings.

How FASSt Lane works

Based on solicitation requirements, the assigned Information Technology Category (ITC) contracting officer will review new eOffers or eMods and provide you with any necessary feedback. To ensure a speedy process and to remain eligible in FASSt Lane, applying vendors must be prepared to respond to any inquiries from GSA contracting officers within the time frames laid out in the eOffer and eMod submission guidelines.

Process timeframes after eOffer/eMod submission are contingent on approval of a technical evaluation and commercial supplier agreements, when applicable:

- Less than 48 hours for contract eMods
- As quickly as 45 days for new eOffers
IT Category Startup Springboard:

In lieu of the 2-year corporate experience requirement, you can now:

- Use professional experience of executives and key personnel as a substitute
- Use project experience of key personnel, and
- Provide financial documentation that demonstrates the company’s financial responsibility in lieu of submitting 2 years of financial statements.

For more information visit www.gsa.gov/springboard
QUESTIONS?

Janice Zeigler- Industry Liaison
Jan.Zeigler@gsa.gov (803) 626-5244
Chasity Ash- OSBU
r4smallbiz@gsa.gov
www.gsa.gov/r4
www.gsa.gov/small-business