

 An Energy-Efficiency Workshop and Exposition,
Orlando, Florida

HOW TO DO BUSINESS WITH THE UNITED STATES GENERAL SERVICES ADMINISTRATION

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Small Business Outreach Specialist

 An Energy-Efficiency Workshop and Exposition,
Orlando, Florida

GSA'S OFFICE OF SMALL BUSINESS UTILIZATION

"Building Small Business Capacity for the 21st Century"

 **OSBU Mission**

As GSA's small business advocate, OSBU will engage in strategies that provide opportunities for small (including small business located in HUBZones, minorities, veteran, and women-owned) businesses in government procurement.

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 **Preference Procurement Program – 2003 Goals**

TOTAL SMALL BUSINESS: 50%

Small Disadvantaged :	12%
Section 8(a) :	5%
Woman-Owned:	5%
HubZone:	3%
Service Disabled:	3%
Veteran-Owned:	3%
Other Small Business:	19%

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 **GSA's Small Business Centers OSBU's Regional Partners**

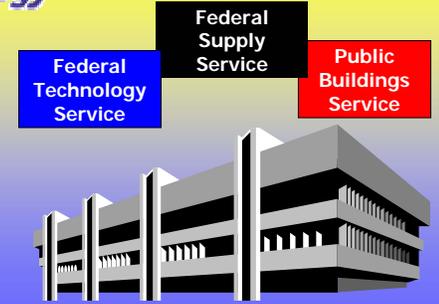


Boston, MA
New York, NY
Philadelphia, PA
Atlanta, GA
Chicago, IL
Kansas City, MO
Ft. Worth, TX
Denver, CO
San Francisco, CA
Auburn, WA
Washington, DC

Small Business Centers are located in these 11 major metropolitan cities, including a satellite center in Los Angeles, CA.

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 **GSA's Three Business Lines**



Federal Technology Service
Federal Supply Service
Public Buildings Service

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 **Public Buildings Service**

- Lease
- Construction
- Building Services
- Security Services



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 **Federal Technology Service**

- Telecommunications Services and Equipment
- Network Services
- Information Technology Solutions



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 **Obtain Copies of the...**

- **Federal Acquisition Regulation**
(www.arnet.gov)
- **General Services Administration Acquisition Manual**



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 **Federal Supply Schedule Contracts**

Schedules contracts are:

- Five year contracts, with one five-year option for approved vendors to provide products/services to any Federal agency
- Chosen as the "preferred source of supply" by DOD and most civilian agencies

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 **Federal Supply Schedules Contracts Are...**

- "License to hunt" for opportunities in the federal government
- Synonymous with a "GSA number" or "getting on GSA list"
- Over 80% of Schedule contract holders are small business owners

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 **Where Do I Find the Appropriate Schedules Solicitation?**

- Visit FEDBizOpps.Gov
- Register with the Electronic Acquisition Notification service
- Reference the FSS vendor guide website
www.fss.gsa.gov/contractorguide

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Energy Schedules for Small Businesses

- Schedule 871 II – Energy Services (Energy Audit Services, Energy Mgmt, Electricity Procurement, Natural Gas and Renewable Energy)
- Schedule 539 – Solutions and More (Solar Energy Systems, Energy Saving & Specialist Lighting)
- Schedule 899 – Environmental Services (Waste Management)
- Schedules E-Library (www.FSS.Gov)

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FEDBIZOPPS.GOV

“How To” www.FedBizOpps.Gov

“SELECT”

- Find Business Opportunities
- Vendor
- Active Documents & Synopses
- Dates To Search (“All Days”)
- Classification Code (The Numerical List) (Energy Services, Energy Mgmt, Solar, Etc.)

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Successful Schedules Offer Checklist

- GSA Standard Form 1449 (cover sheet)
- Administrative Proposal
- Technical Proposal
- Price Proposal
- Open Ratings Past Performance evaluation (formerly Dun and Bradstreet)
- Commercial Sales Practice Format
- Representations and certifications
- Original and one copy of each proposal

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Administrative Proposal

- GSA SF 1449 with designated blocks completed
- Submit an original and one copy of each proposal
- Electronic transmissions are accepted by some Acquisition Centers
- All “fill-in” information completed
- Identify Special Item Numbers (SINS)
- Two copies of your dated commercial pricelist (printed, computer generated and copies of internal pricelists)
- Representations and certifications completed

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Technical Proposal

Understanding of Requirements

- Description of the services offered per SIN

Professional Staff

- Resumes of professional staff to be assigned work resulting from the contract
- Education credentials and demonstrated successful experience required

Corporate Experience

- Descriptions of work performed within the past two years
- Customer agency or firm name, name of person whom work was performed, and telephone number for verification, if necessary
- Submit an original and one copy

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Price Proposal

- Two copies of company's commercial pricelist/catalog indicating what products/services are offered
- Cost information should show how offeror arrived at proposed prices
- Include Industrial Funding Fee (IFF) of 1% in price proposal (*will be reduce to .75% in '04*)
- Prices submitted should be most favored commercial customer prices
- Government Price, Commercial Price, Government Discount
- Submit an original and one copy

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Past Performance

- Complete the Open Ratings (formerly Dun & Bradstreet) past performance evaluation forms
- Offeror responsible for the \$125.00 fee
- Maximum of 20 work experiences requested (minimum of 6)
- Check with Acquisition Center if limited corporate experience BEFORE submittal of offer

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Corporate Contracting

- Find just the right schedule fit for the range of services and products you offer
- Save money and increase your visibility to Federal buyers
- A single cost-effective gateway to the Federal marketplace
- Eliminate redundancy and duplication

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Components of a Complete Offer

- Prepare Admin., Technical, and Price Proposals (an original and copy of each)
- Commercial sales practice format
- Open Ratings Past Performance completed
- Additional data such as, but not limited to,:
 - letter of supply from manufacturer
 - any supporting documentation in pricing proposal
- Representations and certifications completed
- Send to Acquisition Center address in Block 9 of GSA SF 1449

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Contract Negotiation Process

- GSA contracting officer will be assigned to review your offer
- The CO will send a deficiency letter if additional information is needed
- Pricing negotiations in person or by telephone

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Contract Negotiation Process

- CO will ask for a written final proposal revision to confirm the terms and conditions agreed upon
- Upon award of contract, the CO will return a copy of the contract to you along with one copy of the catalog/pricelist
- CO will send vendor start-up kit for GSA advantage!

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GSA Advantage!

- On-line shopping network that Federal agencies access to buy products/services from FSS Schedule Contract Holders
- Vendors can browse by entering a zip code to view pricing of firms already on Schedule (www/FSS.gov)

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GSA Advantage!
...Working for the U.S. Government

- FY 2002 sales reached \$160 million, with 326,000 orders placed
- More than 2.5 million products from an estimated 8,000 vendors!!!

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GSA Advantage!
...Working for the U.S. Government

E-Buy

- Electronic requests for quotations
- Communication between contractor and buying activity
- Gives contractors access to all potential orders
- (www.FSS.gov)

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How Federal Agencies Order from Schedules

- **Under \$2500 (micro-purchase threshold)**
 - Order from any schedule contractor
- **Over \$2500**
 - prepare a statement of work
 - Look at 3 price lists or "GSA advantage!™"
 - Evaluate and make a "best value" selection
- **Orders over the maximum order threshold**
 - Review additional price lists
 - Seek price reductions from contractors

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Blanket Purchase Agreements

- BPAs provisions included in schedule contract solicitations
- Permit schedule users and contractors to set up "accounts" to fill reoccurring requirements
- Accounts establish terms, period of time, frequency of ordering, discounts, delivery locations, etc.



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Price Reductions

- Contract provisions allows schedule contractors to reduce contract price
- Customers request price reductions when a potential for lower prices exist (i.e., Large orders)



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Economic Price Adjustments (EPA)

- Prices must be held for twelve months from date of award
- Thereafter, adjustable 3 times each 12 months per contract up to max of 10%
- Prices can always be lowered

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 **FY 2002 Purchase Card Statistics**

GOVERNMENT WIDE

- \$13.7 billion in purchase card sales
- 24 million transactions
- 406,290 cardholders

GSA

- Over \$157 million in purchase card sales
- Over 262,000 transactions
- 3,776 cardholders

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 **Report of Sales**

**Form 72-A
Submitted quarterly**



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 **Schedules Contracting**
approximately 2 weeks



Regular Contracting
- minimum of 268 days

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Marketing Strategies and Hints for Locating Federal Contracting Opportunities



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 **Marketing GSA's Customer Agencies**

- Obtain from GSA contracting officer or point of contact a listing of current customer agencies or those who expressed an interest in the schedule
- Monitor FedBizOpps
- Obtain information/guidance from Small Business Offices in the agencies you wish to market (Procurement Directories)
- Review **Forecast of Contracting Opportunities**

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 **Marketing GSA's Customer Agencies (cont'd)**

- Subscribe to trade magazines and professional journals
- Attend Procurement Networking Sessions, vendor outreach events, small business conferences, workshops, seminars, etc.
- Obtain information through the Freedom of Information Act
- Obtain a standard or a special procurement report from the Federal Procurement Data Center

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Hints for Business Success in the 21st Century

Make sure your business has more than one contracting vehicle in place -

- Federal Supply Schedule Contract
- 8(a) Certified Business
- Certified Small Disadvantaged Business
- Government-wide Agency Contracts (GWAC)
- Woman-owned business
- HUBZone Certified
- Blanket Purchase Agreements

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Hints for Success (cont'd)

- Business cards should indicate what your company does
- Accept the Government Purchase Card
- Attend GSA Small Business Outreach events
- OSBU webpage: www.gsa.gov/osbu
- Network, network, network!!

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Hints for Success (cont'd)

Advertise in the Federal Supply Service magazine MarkeTips:

- Advertising space is FREE (*for now!*)
- Magazine distributed to all Schedules customer agencies
- Published bi-monthly on the first day of the month of Jan, March, May, July, September and November
- Each Acquisition Center sets deadlines for ad materials

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Federal Information Resources

- Small Business Administration (SBA) - (District, Regional and Branch Offices, SCORE, SBDC, Business Information Centers, Women's Business Centers) www.sba.gov
- Minority Business Development Agency (MBDA) - www.mbda.gov
- Procurement Technical Assistance Centers (PTAC) - www.gmu.edu/gum/PTAP

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Federal Procurement Data System Handbook

Government Purchase Data over \$25,000
 Awarding Agency
 Award Date/Dollar Amount
 Contractor Name, Address, Socioeconomic factors, etc.
 Call or write: Federal Procurement Data Center
 7th & D Streets, SW
 Washington, DC 20405
 (202)401-1529
<http://fpds.gsa.gov>

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Federal Procurement Data System

- | <u>Agency Breakout</u> | <u>State Breakout</u> |
|------------------------|-----------------------------|
| • Small Business | • Top 5 Agencies |
| • Small Disadvantaged | • Top 5 Contracting Offices |
| • Women-Owned | • Top Product/Service |
| • 8(a) | • Top Contractors |
| • Ranking | |

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Office of Small Business Utilization

"GSA's Advocate for Small Businesses"

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