



**A General Services Administration (GSA) Schedule Is One Of The Most Valuable Federal Contracts An Organization Can Have.**

It is the gateway to millions of dollars in government contracting funds and facilitates federal business development. It makes it easy for the federal government to buy from you and cuts down on the competition. If your organization has not done so already, it needs to Get on Schedule!

The terms “task order contract” and “issuance of task orders” frequently in discussions and documents that pertain to GSA schedules. Even though the FAR 8.4 provides specific authorities for GSA schedule contracts that super cede the FAR 16.5’s specific provisions for task order or indefinite delivery contract types, an understanding of these vehicles will help to better understand the way a GSA schedule works.



### Who we are?

#### OGM A Full Services Of GSA Schedule Included

- ⊕ Obtain GSA Schedule
- ⊕ Pursuit GSA Contract (fee schedule either hourly rate or commission)
- ⊕ Negotiated GSA Contract/Federal Acquisition Regulation/Price Negotiation

### What we do?

- Prepare GSA schedule documents
- Potential Job Search
- Qualification/ Proposal Writing

#### Our GSA Schedule Proposal Preparation Services help you:

- Select the most appropriate Schedule to grow your business
- Evaluate your commercial sales practices
- Develop a sound pricing strategy to win the most favorable GSA Schedule contract
- Prepare and submit your GSA Schedule contract offer
- Succeed from contract negotiation to contract award

#### Preparation, submission and negotiation of modifications to your GSA Schedule contract through:

- Adjustments to pricing strategy
- Additions and/or deletions of services and products
- Administrative changes
- Options to extend your contract

#### Subject matter expertise on managing a GSA Schedule contract including:

- Price Reduction Clause
- Trade Agreement Act compliance (TAA)
- Industrial Funding Fee (IFF) collection and payment
- Economic Price Adjustment contract clause
- Contract compliance training

#### Effectively use your GSA Schedule Contracts through:

- Contractor Teaming Agreements (CTAs)
- Blanket Purchase Agreements (BPAs)
- GSA Advantage!
- GSA e-Buy
- Proper GSA Schedule contract Ordering Procedures (FAR part 8.4.04)
- GSA Schedule contract benefits

#### Risk Management and Compliance Services:

- Price Reduction Clause compliance
- Pre Award or Post Award Audit Support
- Self Audit Manual and guidance
- Industrial Operations Analyst (IOA)

- Industrial Funding Fee (IFF) process review
- Schedule contract compliance and risk analysis
- Contract management improvement
- Review or establish GSA Schedules compliance programs
- Review or establish standards of ethical conduct
- Review or establish mandatory disclosure policies
- Assess effectiveness of established schedule compliance processes
- Conduct contract compliance training

### **Proposal Preparation Process**

Our structured systematic process, so that you can gain the edge against your competitors.

#### **Structured System for Writing Compliant and Compelling Proposals:**

We edit and add knowing qualification codes into your proposal (general term is converting into CO's languages). The codes we used are to follow up and meet specific solicitation evaluation factors requirement. We use only the FAR and other Federal accepted qualify codes (public law, US law, executive orders... could be changed according to any specific solicitation's evaluating requirements.

## **Oboe Galaxy Management LLC T. M.**

*A Fully Federal Contracting Business Solution Company*

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**M**ake it easy for the Government to give you contracts.

Get on a **GSA** Schedule.

The government is spending more and more money through GSA schedules because it's easier for them to do business that way. If you have a GSA schedule, it's easier for them to spend money with you!

**We** can help you win a GSA contract that will,

1. Increase your revenues and profits.
2. Eliminate massive proposals.
3. Reduce competition.
4. Have a (5 - 20 years) performance period.
5. Give you access to every Government buyer everywhere

**“A GSA Schedule is the best proposal investment you can make”**

**“GSA the World's Biggest Customer”**

**The** most confusing aspect of a GSA proposal is the requirement to disclose your discounting practices. GSA uses the disclosures to negotiate a discount equal to or better than the best discount you have extended to your commercial customers.

**Proposal** writing and the subsequent verbal price negotiations with GSA are part of the sales process. The prices negotiated during this process are driven by the discounting practices you disclosed in your proposal. Under Terms and Conditions, GSA regulations essentially state the following:

**Commercial** terms and conditions may be different than the terms and conditions of GSA schedule contracts. These differences may result in GSA prices that are higher than prices offered to your favored commercial customer(s). But the reality is quite different. GSA will almost always say: We are the world's biggest customer, and we should have better than your best price even if the terms and conditions vary.

**GSA** is an adversarial party when negotiating with you and you must convince them that the world's biggest customer argument doesn't apply to you.

**Explain** that it may apply to a large prime contractor with thousands of established federal relationships, but not to a small business new to the market.

**To** the small business owner, GSA may in fact be the world's most expensive market. The market is spread across thousands of agencies worldwide. Finding and selling end users in individual federal agencies requires significant business development and sales costs, and there can be a long lag time between submitting a proposal and making a profit. The cost of making individual GSA sales may far exceed the average cost of a commercial sale.

**Don't** be shy; bring these points up in your proposal and during verbal price negotiations. GSA regulations say that the contracting officers should listen. They just don't like to.

**Learn** more about GSA Schedules OGM offers a one-day class on GSA Schedules covering the fundamentals of GSA Schedules including all aspects of GSA pricing.

## What Is A GSA Schedule?

A GSA schedule is an unfunded, five-year contract listing the prices the federal government has agreed to pay for a vendor's commercial products and services. The contract may be renewed for **(three five-year periods resulting in a 20-year contract)** if all renewals are executed.

A GSA schedule contract is an official federal contract but it is not funded and it does not have products or services to deliver immediately. Funding occurs when an order is signed by a federal agency.

There are 62 categories of commercial products and services that vendors may apply for a GSA contract under. Known as schedules, these categories cover everything from industrial products, vehicles, computers and office products, to most categories of professional services.

Today, GSA schedules are the favored purchasing mechanism for most federal buyers and an ideal sales and closing vehicle for vendors. Large federal contractors can have GSA schedule sales exceeding \$ 100 million annually.

To be an approved supplier under a GSA schedule, the vendor must go through an arduous application process. Negotiating fair and reasonable prices for the products or services to be delivered is the most important aspect of application process.

If a contract is successfully negotiated, the vendor is placed on a list of approved suppliers for that particular schedule. Buyers for federal agencies can order using GSA Advantage, the online marketplace for GSA schedule product/services. An order under a schedule is a request for products and/or services. Approved vendors under a GSA schedule use the prices listed in their GSA contract to price orders received from federal agencies.

Competition for an individual GSA order is reduced significantly because the prices contained in a schedule are pre-determined at the time of contract award. However, direct sales efforts are usually required to generate an order. GSA vendors should not expect sales under the contract without focused, agency based sales efforts.

Generally, federal buyers submit requests to three vendors on a schedule and select the winning vendor based on best value considerations. An approved order stands as a contract between the purchasing agency and schedule vendor, not between the vendor and GSA. However, it must conform to all the terms and conditions of the vendor's GSA schedule contract.

Price increases based on commercial cost increases or economic indices can be negotiated under GSA schedule contracts. Vendors may offer discounts for an individual agency order without affecting the prices listed in the contract.

Congress has granted state and local agencies the authority to purchase directly from the GSA schedule. State and local purchasing authority may be extended to other GSA schedules in the future.

Administrative costs for providing products or services under schedules are significantly lower than the costs of dealing with individual contracts.

## Negotiating GSA Prices

The General Services Administration (GSA) appears to be placing more emphasis on obtaining the lowest possible price when negotiating GSA schedule contracts.

The following is a paragraph from the Schedule "00CORP"

## Consolidated Schedule Request for Proposal.

The Consolidated Schedule provides a streamlined approach to fulfilling requirements that fall within the scope of more than one schedule for acquiring a total solution. Contractors under this schedule hold a single contract that includes two or more combined services from schedules.

## Pricing goal:

Most Favored Customer (MFC): The GSA Federal Supply Service awards over \$5 billion dollars annually for goods and services under the schedules program; one of the largest single contracting activities in the nation. GSA has a fiduciary responsibility to the American taxpayers and to customer agencies to take full advantage of the Government's leverage in the market in order to obtain the best deal for the taxpayer. Accordingly, the U.S. General Accounting Office has specifically recommended that the price analysis.

GSA does to establish the Government's Multiple Award Schedule (MAS) negotiation objective should start with the best discount given to any of the vendor's customers. GSA seeks to obtain the offeror's best (i.e., MFC) price based on its evaluation of discounts, terms, conditions, and concessions offered to commercial customers.

Offeror's inquire frequently as to a means of facilitating the processing of their contract offers. There are many factors involved, but all things being equal, an initial MFC offer requires less review and analysis and is therefore more likely to be finalized rapidly. This policy could easily be interpreted as saying: Cave in and give the government Most Favored Customer pricing even though it is not profitable because you will get your schedule faster.

Excerpts from the GSA Acquisition Manual are as follows. The Government will seek to obtain the offeror's best price (the best price given to the most favored customer). However, the Government recognizes that the terms and conditions of commercial sales vary and there may be legitimate reasons why the best price is not achieved.

When establishing negotiation objectives and determining price reasonableness compare the terms and conditions of the MAS solicitation with the terms and conditions of agreements with the offeror's commercial customers. When determining the factors:

- Φ Aggregate volume of anticipated purchases.
- Φ The purchase of a minimum quantity or a pattern of historic purchases.
- Φ Prices taking into consideration any combination of discounts and concessions offered to commercial customers.
- Φ Length of the contract period.
- Φ Warranties, training, and/or maintenance included in the purchase price or provided at additional cost to the product prices.
- Φ Ordering and delivery practices.

Any other relevant information, including differences between the MAS solicitation and commercial terms and conditions that may warrant differentials between the offer and the discounts offered to the most favored commercial customer(s). For example, an offeror may incur more expense selling to the Government than to the customer who receives the offeror's best price, or the customer (e. g., dealer, distributor, original equipment manufacturer, other reseller) who receives the best price may perform certain value added functions for the offeror that the Government does not perform. In such cases, some reduction in the discount given to the Government may be appropriate. If the best price is not offered to the Government, you should ask the offeror to identify and explain the reason for any differences. Do not require offeror's to provide detailed cost breakdowns.

You may award a contract containing pricing which is less favorable than the best price the offeror extends to any commercial customer for similar purchases if you make a determination that both of the following conditions exist:

- Φ The prices offered to the Government are fair and reasonable, even though comparable discounts were not negotiated.
- Φ Award is otherwise in the best interest of the Government.
- Φ The regulations clearly state that GSA should consider value and contract terms and conditions when determining fairness and reasonableness.

In summary, a GSA schedule price offer and subsequent telephone negotiations are just like any business negotiation, e.g., buying a car. It's a give and take process and the companies making the most convincing arguments supporting their price (on paper and during telephone discussions) will obtain the best pricing. How do you negotiate a price point which is reasonable to GSA and profitable for your company?

### **Why Vendors Like GSA Schedules**

GSA aggressively promotes the use of GSA schedules to buyers across all federal agencies using the war chest accumulated from the industrial funding fee charged to GSA vendors.

Vendors holding GSA schedule contracts like them for the same reasons as federal buyers. Specifically,

#### **GSA schedules:**

- Φ Reduce competition within the rules.
- Φ Allow vendors to avoid a public bid and save vast sums of proposal writing dollars.
- Φ Allow vendors to close a deal within weeks instead of months and months.
- Φ Facilitates closing deals with any federal buyer who can be convinced to use a schedule.

#### **Buyers can:**

- Φ Purchase a product from a single source by merely scanning prices at the GSA Advantage.
- Φ Use best value considerations in selecting a vendor (using subjective factors like value/service). You heard it; best value, not necessarily low price. You can sell your value proposition and overcome the schlock competitor from down the street. GSA schedules are a federal sales person's dream come true. The biggest problems from a sales perspective are getting in the door and convincing the contracting office to use a schedule to make the buy.

## **OGM Services / Our proposal services include:**

- ⊕ Identify the proper GSA Schedule Contract.
- ⊕ Gather information for preparation of GSA Schedule proposal.
- ⊕ Preparation of complete proposal meeting all applicable RFP requirements.
- ⊕ Finalizing and submitting your proposal to GSA.
- ⊕ Provide a copy of the GSA Schedule Contract proposal.

## **Our negotiation services include:**

- ⊕ Assisting our clients in answering any GSA-related questions.
- ⊕ Providing GSA with any additional information.
- ⊕ Negotiating GSA Schedule Contract terms, conditions and prices.
- ⊕ Clarify financial questions regarding your proposal.
- ⊕ Prepare and submit proposal revisions as requested by GSA.
- ⊕ Notifying you of your GSA Schedule Contract award.
- ⊕ Submit the award package to you.

## **We do it for you professional services for companies interested in obtaining a GSA schedule contract.**

A General Services Administration (GSA) Schedule is one of the most valuable federal contracts an organization can have. It is the gateway to millions of dollars in government contracting funds and facilitates federal business development. It makes it easy for the federal government to buy from you and cuts down on the competition. If your organization has not done so already, it needs to **Get on Schedule!**

**OGM's Full Service GSA Schedule Proposal Preparation** is designed for companies who want OGM to handle all aspects of the GSA proposal preparation and submission process.

A GSA proposal package can range from **(80 to well over 100 pages or more)** of comprehensive data and analysis.

As such, the preparation of a responsive and compliant proposal package is the most time-consuming part of the process and can take many months to upwards of a year for some organizations. Each GSA solicitation outlines many complex and confusing compliance requirements. It also incorporates a myriad of government rules and regulations. Many companies lack the time and resources necessary to understand and navigate these complexities. Hence, obtaining an award is a difficult and often insurmountable task for organizations.

## **OGM's Schedule Preparation service delivers a winning solution.**

We navigate the complex requirements and intricacies of responding to a GSA Schedule Solicitation. By relying on our Schedule specialists to take the lead in your proposal's preparation, your organization can seamlessly continue its day-to-day operations while working with our consultants to prepare a winning Schedule proposal. We know exactly what questions to ask to efficiently and effectively compile, analyze, and extrapolate key data from your organization.

## **What distinguishes OGM's Full Service GSA Proposal Preparation from the competition?**

**Our batting average is over 99%.**

Customers who have used our Full Services GSA Proposal Preparation services have experienced unparalleled submission success. Why not 100%? Because the only organization who could possibly bat 100% is GSA. We'll gladly take our 99%: given our volume, it's the best in the industry. Others who claim 100% have prepared only a fraction of the responses we have.

### **We maximize your pricing.**

You avoid leaving money on the table with what is likely to be one of your largest customers because we work with you to propose the highest prices possible to the government. This is where our expertise lends you a competitive edge: we are adept at analyzing your pricing history and formulating a case- closed price proposal.

### **We level the playing field when it comes to negotiating with GSA.**

Many organizations go into the negotiations with GSA prior to award blind: they don't know what their rights are; they don't know the **Federal Acquisitions Regulations (FAR)**; they don't know when GSA is merely posturing as opposed to presenting a defensible counter in the negotiation. OGM has negotiated hundreds of Schedule awards.

Whatever your circumstances, OGM can write a successful GSA Schedule proposal. Each organization we deal with is distinctive. Each has its unique products or services, its own way of operating, and its own pricing methodology. We are experienced in helping your organization meet the requirements of the GSA proposal to reflect your specific way of doing business.

### **Our experience and expertise is unsurpassed.**

OGM has over a decade of experience preparing GSA Schedule proposals. During this time, we have helped thousands of diverse organizations get on Schedule. We are a recognized industry leader in federal government contracting in the realm of GSA Schedules.

### **We work with you every step of the way.**

Our Schedule preparation service is driven by an experienced team of Schedule specialists. Unlike many other proposal shops, OGM will not switch you to a junior specialist after initiation of the schedule process. OGM Schedule specialists provide efficient, responsive, and courteous service. These personalized services help address your questions exhaustively and formulate a winning GSA Schedule strategy.

### **We clearly identify the required corporate information.**

We have systematized the process of assembling the corporate information necessary to complete the proposal. OGM has invested countless resources in developing clear and concise request for information documents for each GSA Schedule.

### **Our Schedule Specialists have an established track record of success in GSA Schedule proposal preparation.**

We mean business when it comes to getting you on Schedule. As noted by countless customer testimonials, we provide consistent, personalized, high- level Schedule specialist support from the first call to contract award.

### **GSA Contract Modification Service**

A properly managed GSA modification can save you time and bring your GSA contract up-to-date and into compliance with minimal headaches. OGM's GSA consultants have the expertise and experience in the GSA arena gained over years of working with hundreds of schedule contracts. We will put this experience to work for you in getting your modification processed efficiently and effectively for you.

## We Help Your Modification Succeed **Types of GSA Contract Modifications**

- Φ Adding/deleting products or services.
- Φ Adding/deleting special item numbers (SINs).
- Φ Price increases or decreases.
- Φ Administrative changes and updates.
- Φ Contract amendments.
- Φ Re-representation of small business size.
- Φ Change or transfer of ownership.
- Φ Evergreen service (exercising contract options) .

## **GSA modifications can be complex and time-consuming.**

Depending on the schedule and on the part of the contract being modified, they can involve most of the elements of a GSA proposal, including:

- Φ A new Commercial Sales Practices Format document.
- Φ A new technical volume.
- Φ A new price proposal volume.
- Φ Invoices and pricing justification.
- Φ Project descriptions.
- Φ Corporate experience sections.
- Φ Labor category descriptions.
- Φ Updates to CCR and ORCA records.
- Φ Letters of supply.
- Φ Additional discounting negotiations.

Four additional aspects of GSA modifications make it particularly difficult for organizations to complete them without assistance:

1. The modification requirements vary by schedule, and each contracting officer has a different process for how he or she wants it done.
2. More and more schedules are requiring use of the eMod system, which is confusing and requires a digital certificate that can take 3-6 weeks to obtain.
3. Even if you have successfully written your GSA proposal, the modification process is still unknown and can involve a new level of working with GSA.
4. It can be difficult to get GSA to process your modification quickly; this is where our experience working with contracting officers can be a great benefit to you.