

## SEVEN TIPS ABOUT THE GSA SCHEDULE

The U.S. Government is the largest consumer in the country, spending approximately \$650 Billion each fiscal year on contracts. The government can be a reliable source of business in nearly any type of economy.

The catch? It's a highly complex market. Doing business with the government requires an understanding of the rules and regulations, and a good amount of logistical know-how.

Assuming you already have a GSA Schedule contract – one of the most effective ways to reach your government audience – this white paper will go through some of the ways you can maximize your exposure to government within the GSA Schedules Program.

### Tip 1. Change is Good, Even in Government

In the commercial world, change is good. It's no different in the government market. In fact, you may not realize just how flexible you can be in making changes to your GSA Schedule contract.

Did you know that you can add and delete services and products from your contract at any time? No matter what you provide – anything from cleaning services to paint to technology to vehicles – you can change your contract if you:

- Upgrade your technology or your product offerings
- Change your service offerings
- Acquire a company and expand your services and products

This flexibility helps both the contractor and the federal buyer. For the contractor, it ensures you can stay up-to-date and competitive. For the government buyer, it means having the chance to buy the newest services and technologies.

### Tip 2. Take Advantage of BPA Tools

Blanket Purchase Agreements (BPAs) are one of the more powerful vehicles for selling to the government. And, "spot pricing" is one of the greatest advantages your BPA can offer. Through spot pricing, you can readjust your price at any time, in any size order. Sound too good to be true? Rest assured it's true, and perfectly acceptable.



Your BPA contract allows you to refer to three factors when setting your price: inventory, sales goals, and market penetration. Say, for example, you have a high inventory; that can affect your price. If you're below your sales goal, the contract allows you to change your price. Or, if you want to get into a new market segment, you can adjust your discount accordingly.

Many contractors make the mistake of thinking their contract discount is set in stone. On the contrary. Consider your schedule discount to be the ceiling price – you can always go lower.

### **Tip 3. Using the Schedules e-Library**

When you're awarded a GSA Schedule contract, your company information is automatically listed within the Schedules e-Library on the GSA website. The Schedules e-Library provides a listing of the latest contract award information for the GSA and Veterans Affairs (VA) schedules, as well as Government Wide Acquisition Contracts (GWACs).

This listing is automatic – there's no action required on your part. However, there's more you can do to take advantage of this listing once you're there.

First, make sure all the information is correct – particularly your contact information and your key words. Government customers can search by keyword, contract number, Special Item Number (SIN), GWAC category, etc. If these are incorrect, they won't find you.

Customers also search by socioeconomic status. If you're a small, disadvantaged, women-owned and/or veteran-owned business, make sure this information is included.

### **Tip 4. GSA Advantage® - It's Up to You**

Once you've got a GSA Schedule Contract, make sure your company and product information is listed and available through *GSA Advantage!* This is an online catalogue for the government customer that is used way more than you might think.

However, unlike the Schedules e-Library, you must populate *GSA Advantage!* yourself. This is a very commonly forgotten task. Companies get so caught up in celebrating their contract award(s), they forget to take advantage of free marketing opportunities.



### Tip 5. Sign Up for e Buy

e-Buy is a component of *GSA Advantage!* It is an online RFQ (Request for Quotation) tool, designed to help the contractor and buyer get a more targeted response to a service or product request.

e-Buy works by sending you an automatic notification when an RFQ has been issued in your service or product area. If, for example, an office within the Social Security Administration needs copier maintenance, copier companies participating in e-Buy are automatically e-mailed that RFQ. With immediate notification of an RFQ, you can generate a PO within 45 days.

### Tip 6. Access to the State-and-Local Market

The state and local government market is enormous.

Today, state and local governments are authorized to use the Information Technology Category and other specific categories/subcategories for purchasing. Recently, however, states have been looking to the GSA Schedules Program for a way to help offset their decline in revenue base yet expand buying options. GSA and the states are both pushing for open, cooperative purchasing across all schedules.

What does this mean for you? If all schedules are opened for the states to use, this means GSA Schedule contract holders will have the opportunity to market and sell to a vastly larger audience that they have not been privy to before.

### Tip 7. Go Green

Going green is a major objective in government. And, the push to go green is not going away any time soon. Agencies are feeling pressure from within government – as well as outside government – to make planning and buying decisions that are environmentally friendly.

As part of *GSA Advantage!*, the GSA has set up an Environmental Aisle to help government customers more easily find “green” choices among thousands of schedule offerings. Your job is to make sure that you’re in this Environmental Aisle if your service or product offers any kind of environmental advantage. Make yourself easy to find. It will pay off.

### Bottom Line Advice

You can write an entire book providing advice on how to secure more government business. If you did, a good chunk of that book would focus on one theme: standing out.



There are thousands of suppliers within the GSA Schedule program. It may seem as though there is no way to differentiate yourself. It may seem as though there is no way to stand out among your competitors and get the attention you need to secure more business.

There is a time tested way to stand out: Prove yourself. The government customer is looking for stability – demonstrate your ability to be a stable provider. The government customer is looking for experience – show that you’re experienced and that you’re engaged in government for the long haul. Show that you’re reliable. Show that you’re trustworthy and that you’ll provide whatever support will be necessary now and for the foreseeable future. If you stand out, business will come to you.

With more than 30+ years of experience, no other consulting company has our level of experience and understanding of government and industry. No other firm is more adept at maneuvering within the complex world of government contracting. Why not let TGG put our GSA Schedule consulting knowledge, experience and relationships to work for you?

### **Contact a GSA or VA Schedule Consultant to Win More Business**

The Gormley Group is the leading GSA and VA Schedule contract consulting firm in the nation. We provide hands-on assistance in obtaining and maintaining your GSA and VA Schedule Contract. As part of your federal business team, we provide a dedicated consultant who works with GSA and VA on your behalf. We help you develop a sound pricing strategy. We prepare and submit your schedule contract offer, we revise your schedule contract when modifications are necessary, and we manage your contract to ensure compliance demands are met.

TGG is a full service GSA and VA Multiple Award Schedule (MAS) Program consulting company and provides everything needed by a successful GSA Schedule Contractor. TGG has provided our services to thousands of businesses and have experienced consultants and a management team with over 300 years of accumulated schedule knowledge to meet your Schedule needs. Whether it’s getting a new Schedule contract or contract management for your existing contract, The Gormley Group is the place you can trust to get the work you need done quickly, efficiently and correctly.

**Get a GSA |VA Schedule. Manage your GSA |VA Schedule. Contact TGG Today. Visit [gormgroup.com](http://gormgroup.com), call 202-833-1120 or email [info@gormgroup.com](mailto:info@gormgroup.com)**