



The DELL logo is positioned in the upper left corner. It consists of the word "DELL" in a bold, blue, sans-serif font, with a small "TM" trademark symbol to the upper right of the "L".

Jabra

The HYUNDAI logo is located in the upper right corner. It features the word "HYUNDAI" in a bold, blue, sans-serif font, tilted slightly upwards to the right.

How To Get Started Doing Business With The Federal Government

The Harvard Business Online logo is situated on the left side, below the DELL logo. It includes a small Harvard crest icon followed by the text "Harvard Business Online" in a black, serif font, tilted upwards to the right.

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The YAHOO! logo is located on the right side, below the HYUNDAI logo. It features the word "YAHOO!" in a large, bold, red, sans-serif font, with a registered trademark symbol (®) to the lower right of the exclamation point.

The TRW logo is positioned in the lower left corner. It consists of the letters "TRW" in a bold, red, sans-serif font, tilted upwards to the right.

The InFOCUS logo is centered at the bottom of the slide. It features the word "InFOCUS" in a bold, grey, sans-serif font, with the tagline "The Big Picture" in a smaller, grey, sans-serif font below it.

The Ameritech logo is located in the lower right corner. It features the word "Ameritech" in a blue, sans-serif font, with a red swoosh underline that starts under the "A" and ends under the "h".

21 years and counting

What gives us the right?

- MarketUS has over 21 years experience in negotiating GSA Schedules
- Our staff has over 40 years combined experience in government sales and contracts
- Our clients [testimonials](#) speak for us
- We are a Veteran owned and operated company and understand the issues facing small business

What's in it for you?

You will learn

- Where to start to find customers
- What contracts are available
- What a GSA Schedule Contract is
- Why it is important
- How you can afford a GSA contract

You will get a great offer to become a client

Valuable links

- Use these links as a starting point
 - [Small Business Representatives](#) GL34
 - [Government Regulations & Rules](#) UL32
 - [SBA Veterans](#) GL29
 - [Government Opportunities](#) GL3
 - [GSA Small Business](#) UL18
 - [GSA eLibrary](#) UL27
 - [GSA Shopping](#) UL28
 - [SBA HUBZONE](#) GL27
 - [Women Owned Business](#) GL31
 - [GSA Sales & Contacts](#)
 - [FY07 Total Sales](#)

GL = Government Links

UL = Useful Links

2 Ways to Make Money with the Federal Government

- RFP's, RFQ's, IFB's, etc.
 - Benefits - Open to anyone to respond
 - Pitfalls – Long evaluation cycle, open to protest
- GSA Schedule Contract
 - Benefits – Fast and easy to get, Government agencies can merely select and buy, no maximum order limitation
 - Pitfalls – Can sometimes take longer than 60 days, Could cost upwards of \$20K for full service

What is a GSA Schedule Contract?

- A negotiated contract with terms, conditions and pricing of services and/or products approved by GSA for use by any Government agency
- A contract vehicle that gives **Your Company** an Indefinite Delivery, Indefinite Quantity (IDIQ) Contract available to all Federal departments, agencies and other entities
- A contract vehicle that has no maximum order limitation
- The easiest and least expensive way to sell to the government

Why is a GSA Schedule Important?

- Immediate contract vehicle from which to sell products and/or services to all Government Agencies
- It puts **MORE MONEY** in your pocket! (You don't have to give % to a reseller who holds a contract, typically 15-30% of your profit)
- Eliminates bidding, the necessity for response to RFPs, long evaluation cycle, negotiations and protests
- There is **NO** Maximum Order Limitation for purchase orders using the GSA Schedule Contract
- Schedule and open market products, services can be combined on one purchase order as long as the non-Schedule products and services are insignificant in cost compared to the total purchase order

What is allowed on GSA Schedules?

- **Both products & services can be offered on GSA Schedule Contracts**
- **Some of the more popular GSA contracts:**
 - Information Technology Products and Services (**70**)
 - Professional Engineering Services (**871**)
 - Management, Organizational & Business Improvement Services (**874**)
 - Marketing, Media & Public Information Services (**738**)
 - Financial Management Services (**520**)
 - Environmental Advisory Services (**899**)
 - Temporary Support Services: Clerical & Professional (**736 III**)
- For a complete list of schedules visit the [GSA website](#)

Who is Eligible to Purchase from a GSA Schedule?

- All Federal Government Agencies and Departments
- All State & Local Governments (IT only)
- Entities deemed “Executive Agencies” (House, Senate, White House, etc.)
- Any prime contractor working on a “GFE” (Government Furnished Equipment) contract.

GSA Directive

*Federal **procurement officers are being urged** at every level **to use contractors** who have already negotiated prices for products and services and hold **a GSA Schedule Contract**. This makes the process of acquisition more efficient for both the Federal Agencies and the contractors.*

Why do Government Agencies Like Buying off GSA Schedules?

- They issue purchase orders, not bids
- No RFP evaluation
- Pricing & terms are already negotiated
- Simple & fast
- No hassle **and** they get what they want, from whom they want, when they want and as much as they want

What about Federal Acquisition Regulations?

A GSA Schedule Contract is All You Need

- **FAR8.404**: Using Schedules: “When placing orders under a Federal Supply Schedule, ordering activities **need not seek further competition**, synopsise the requirement, make a separate determination of fair and reasonable pricing, or consider small business set-asides in accordance with Subpart 19.5.”
- **FAR6.102**: The competitive procedures available for use in fulfilling the requirement for full and open competition are as follows: “(3) Use of Multiple Award Schedules issued under the procedures established by the Administrator of General Services consistent with the requirement of 41 U.S.C. 259(b)(3)(A) for the **Multiple Award Schedule** program of the General Services Administration **is a competitive procedure.**”

How Do I Make Money?

- Find the government agencies who need your products and services **while you are awaiting** your GSA schedule award
- Have clients **waiting** for your schedule to be approved
- **Close** the orders as soon as your schedule is awarded (usually 45-60 days)

Shortcuts to Preparing your Schedule

- Deal with the experts - MarketUS.com is the best place to begin your quest for government business.
 - Full Service (we do it for you) or Self Service (with guidance).
- Use our links pages to navigate to information sites.
- Start with the Small Business Advocates.
- Use the Veteran links.
- Use the Women owned links.
- ASK FOR EVERYTHING! When dealing with the SDBU.
- Consider utilizing our Coaching Services.
- Subscribe to our GovList mailing list.
- You **MUST** attend class **now** to get a GSA Schedule!

What are some of the terms and conditions?

- A GSA Schedule Contract is a five year contract with three five year options, for a total of 20 years.
- Minimum Annual Sales under a GSA Schedule Contract - \$25,000 (in the first two years)
- Industrial Funding Fee (IFF) – 3/4% fee added to rates charged to agencies that is refunded quarterly to GSA. This fee is based only on your GSA contract sales.
- Economic Price Adjustments can increase rates 12 months after award. Up to 3 increases are allowed in a successive 12 month period.
- Spot reductions are allowed at any time and will not effect the prices on the schedule contract.

What are the steps to get a GSA Schedule?

MarketUS offers two options:

- 1 - Full service – We do all of the work to obtain your GSA schedule
 - Could take only 60 days or up to a year
 - Life gets in the way
- 2 - One day webshop – One day interactive webinar
 - This one day webinar will allow you to complete your GSA proposal in **one day**.
 - Visit [Products & Services](#)

Benefits

- Quick and easy approval of your GSA schedule
- Less costly from time and personnel perspective
- You commit to one day of your time
- You do the work and **save thousands of dollars**

Additional Benefits Using GSA Schedules

- Once a GSA Schedule is active you should pursue as many BPAs (Blanket Purchase Agreement) as possible
- **Why?**
 - A Blanket Purchase Agreement (BPA) is an agreement between an Agency and a Contractor with no quantity or time restrictions
 - It is a funded commitment by the agency to spend the amount listed
 - A BPA allows agencies to fill needs while saving administrative time and reducing paperwork further
 - With a GSA Schedule Contract and a BPA, agencies can order as much as they want and as often as they want
 - Teaming Arrangements may be incorporated into a BPA!

Return on Investment

- What does getting a GSA contract really cost?
 - \$6,000 investment in a five year contract or
 - \$1,200 per year average
- What is my break even point?
 - At 20% profit margin on \$30,000 sales = \$6,000 **profit**
 - \$6,000 profit minus \$6,000 investment
 - Your contract is **free**
 - **You still have over 4 years of contract left for profit**

Return on Investment (continued)

- How much can I make having a contract?
 - \$25,000 minimum sales requirement 1st two years
 - \$25,000 each following year = \$100,000 over 5 years
 - At 20% profit = \$20,000 profit at minimum sales.
- Realistic profitability over 5 year contract
 - At \$100,000 per year = \$100,000 profit
 - At \$500,000 per year = \$500,000 profit
 - At \$1,000,000 per year = \$1,000,000 profit
 - Michael Dell sold \$6M first year (1987) and \$1.3B last year (2006)!
 - *It appears that the initial \$10,000 investment was meaningless*

Summary – Money is Waiting for You

- A GSA Schedule Contract is a necessary contracting vehicle to support government agencies
- MarketUS provides the means to easily and quickly acquire your GSA contract so **YOU** can sell to the Government
- Without a GSA contract, you are just sitting on the sidelines
- Without a GSA contract you are limited to the small purchase threshold of \$2,500

The Offer

- Compared to Full Service Pricing at \$15,000
- Webinar Pricing for Class is \$3,997
- Private Class Surcharge is \$500
- The Employees Guide is \$297
- Total Cost is **\$4,794**
- Private Class is ~~\$500~~ FREE
- The Guide is ~~\$297~~ FREE
- Web Hosting and email is ~~\$1,097~~ FREE
- Your Total Cost Today is **\$2,997**
- **Offer expires midnight Friday!**

Your Shopping Cart

MarketUS, Inc. - Windows Internet Explorer
 http://www.marketus.com/cart.asp

File Edit View Favorites Tools Help Links AhhhSpa Amex BoA Campaign MX1 eOffer FedEx GDFI GDRI IBI Global IMAPP Melissa data

Google Go 119 blocked Check AutoLink AutoFill Send to Settings

RoboForm Search Logins Marketus (+5) Michael Price Michael S Price Save Generate

MarketUS, Inc. -

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- ★ Contact MarketUS
- ★ Products and Services
- ★ In The News
- ★ Home
- ★ Sitemap


Name	Price	Quantity	Remove	Total
GSA DIY Contract WebShop Class The GSA Contract Do-It-Yourself 1-Day WebShop Class	\$3,997.00	<input type="text" value="1"/>	<input type="checkbox"/>	\$3,997.00
Private WebClass Surcharge for private WebClass	\$500.00	<input type="text" value="1"/>	<input type="checkbox"/>	\$500.00
Employees Guide The Employees Guide To Government Sales, Marketing and Contracts	\$297.00	<input type="text" value="1"/>	<input type="checkbox"/>	\$297.00
Web & email service Web Hosting and email Service	\$1,097.00	<input type="text" value="1"/>	<input type="checkbox"/>	\$1,097.00
Savings				-\$0.00
Total:				\$5,891.00

If you have a Promo Code, enter it now

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Internet | Protected Mode: Off 100%

Your total savings



MarketUS

Your Shopping Cart

Name	Price	Quantity	Remove	Total
GSA DIY Contract WebShop Class The GSA Contract Do-It-Yourself 1-Day WebShop Class	\$3,997.00	<input type="text" value="1"/>	<input type="checkbox"/>	\$3,997.00
Private WebClass Surcharge for private WebClass	\$500.00	<input type="text" value="1"/>	<input type="checkbox"/>	\$500.00
Employees Guide The Employees Guide To Government Sales, Marketing and Contracts	\$297.00	<input type="text" value="1"/>	<input type="checkbox"/>	\$297.00
Web & email service Web Hosting and email Service	\$1,097.00	<input type="text" value="1"/>	<input type="checkbox"/>	\$1,097.00
Sub-total				\$5,891.00
Savings				-\$2,894.00
Total:				\$2,997.00

- ★ About MarketUS
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- ★ Do It Yourself WebShop
- ★ Frequently Asked Questions
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- ★ Success Stories from GSA
- ★ Government Links
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- ★ In The News
- ★ Home
- ★ Sitemap

Done Internet | Protected Mode: Off 100%



Our logo is a PlumTree with one low hanging fruit because that is what everybody is looking for...

- Automate the process to capture more leads from the Internet
- Turn cold calls into warm calls
- Turn warm calls into prospects
- Convert prospects into customers
- Have customers feed you Referrals
- Have customers eager for you to cross sell, up-sell and resell to them
- Click for [Digital Brochure](#) or call 770-352-0662 for a free 30 minute marketing evaluation to help grow your sales

Contact information

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