



Jabra



How To Get Started Doing Business With The Federal Government

Harvard Business Online



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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 <u>testimonials</u> 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 <u>GSA website</u>



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 <u>procurement officers are being urged</u> at every level <u>to use</u> <u>contractors</u> who have already negotiated prices for products and services and hold <u>a GSA Schedule Contract</u>. 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

- <u>FAR8.404</u>: Using Schedules: "When placing orders under a Federal Supply Schedule, ordering activities <u>need not seek further</u>
 <u>competition</u>, synopsize the requirement, make a separate determination of fair and reasonable pricing, or consider small business set-asides in accordance with Subpart 19.5."
- <u>FAR6.102</u>: 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 <u>Multiple Award Schedule</u> program of the General Services Administration <u>is a competitive procedure</u>."





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 <u>waiting</u> 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 <u>now</u> 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 <u>Products & Services</u>

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

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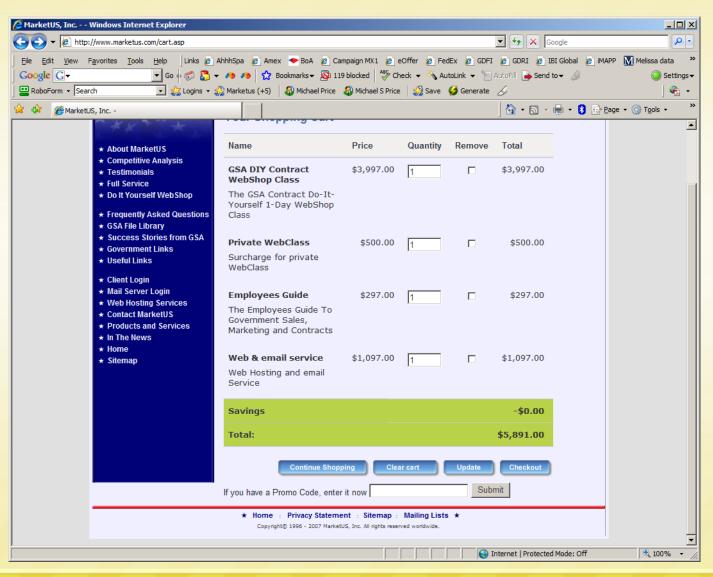
MarketUS

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!

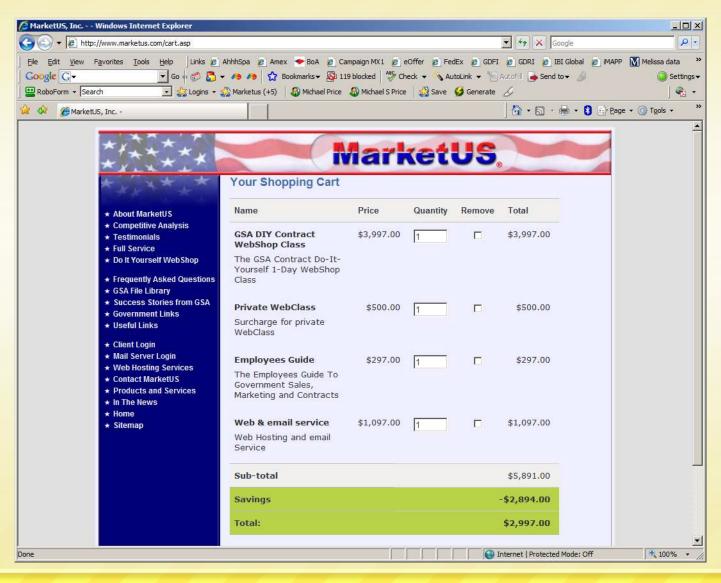


Your Shopping Cart





Your total savings





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 <u>Digital Brochure</u> or call 770-352-0662 for a free 30 minute marketing evaluation to help grow your sales



Contact information

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