



GSA Federal Acquisition Service

# EASY AS 1-2-3



Your guide to  
partnering with  
GSA's  
Integrated Workplace  
Acquisition Center



## Introduction

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Do you have a furniture or furnishings related product or service to sell? Chances are it is something the General Services Administration (GSA) buys. GSA is the business manager and purchasing agent for the world's largest customer - the U.S. Government. If you are interested in selling your product(s) or service(s) to the U.S. Government, this guide will assist you in the process.

One of GSA's most popular programs for supplying products and services to Government customers is the Multiple Award Schedule (MAS) program. GSA awards contracts to multiple companies supplying comparable products and services. The program provides a vehicle for any Government Agency to obtain the products and services of contractors with the qualifications, commitment, expertise, and experience necessary to assist in its mission. MAS allow agencies to review grouped listings of related products and services (i.e. office furniture) and select the company that best fits their criteria.

First, take the "Pathway to Success" education seminar. You may attend either a live presentation or complete the web based presentation posted on the [Vendor Support Center \(VSC\)](http://vsc.gsa.gov) <http://vsc.gsa.gov> under the "Vendor Training" tab. "Pathway to Success" is designed to assist prospective MAS contractors in making informed business decisions as to whether obtaining an MAS contract is in their best interests. The presentation also provides background information on the MAS Program. Offerors are advised that certification of course completion is required.

## Solicitations

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In order to be placed on a schedule, you must complete and submit a solicitation (also known as a proposal). The solicitation is a legal document outlining the Government's requirements for placing products and services on a Multiple Award Schedule. A successful proposal results in a contract that establishes pricing, delivery terms, and other necessary contractual requirements.

Before submitting your solicitation, you will need to complete a one-time business registration, with annual updates. The first step in the registration process is to obtain a DUNS identification number. If you don't already have one, the DUNS number is free and can be obtained by contacting Dun & Bradstreet, Inc. at (800) 333-0505. Once a DUNS number has been obtained, you are ready to register in the online Central Contractor Registration (CCR) at <http://www.bpn.gov>. A CCR handbook is available at this website to assist with your registration. If further registration assistance is needed, you may contact the CCR Assistance Center at (888) 227-2423.

## Solicitation Format

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The solicitation is an approximately 80-150 page legal document. The cover pages (which begin on page i) contain information, general notices, and notices of changes made to the solicitation since its last issuance. Remove them prior to submission of the solicitation package. The Standard Form 1449 (page 1) follows the cover pages. This should be reviewed carefully, completed, signed, dated, and returned with the rest of the completed solicitation.

## Step 1: Obtaining a Solicitation

### Downloading the solicitation:

1. Go to the GSA Schedules e-Library webpage at <http://www.gsaelibrary.gsa.gov>
2. Type in the main product/service that you offer in the search field and press "Go"
3. Read the description that results and make sure the description is accurate for your company
4. If accurate, directly under "Source" in first column, click on the red schedule number
5. That number should be one of the ten schedule numbers you see in the chart below

<b>Schedule</b>	<b>Category</b>	<b>Solicitation Number</b>	<b>GSA Contact Person</b>	<b>Phone</b>
36	The Office, Imaging and Document Solution	3FNJ-C1-000001-B	Jim Concannon Shannon Stanford	(215)446-5020 (215)446-5058
58-I	Professional Audio/Visual, Telecommunications and Security Solutions	3FNG-RG-020001-B	Robert Gever	(215) 446-5026
71-I	Office Furniture	3FNO-M1-010001-B	Yvonne Carter Glenda Lambert	(703)605-9188 (703) 605-9236
71-II	Household and Quarters Furniture	3FNH-F6-020002-B	Thomas Murray Arlene Fitzpatrick	(703) 605-9247 (703)605-9210
71-II-H	Packaged Furniture	3FNH-A3-000001-B	Anita Cook (Healthcare) Arlene Fitzpatrick (Healthcare) Helen Zivkoviche (Office)	(703) 605-9192 (703) 605-9210 (703) 605-9293
71-II-K	Comprehensive Furniture Management Services	3FNC-B3-003001-B	Linda Valdes Dawn Brown	(703) 605-9278 (703) 605-9282
71-III	Special Use Furniture	3FNH-F6-010003-B	Darlene Walsh	(703) 605-9281
71-III-E	Miscellaneous Security Furniture	3FNG-BA-030001B	Sabrina Williams	(703)605-9287
72-I-A	Floor Coverings	3FNH-F3-00F002-B	Jennifer Crouse	(703) 605-9170
72-II	Furnishings	3FNG-PL-990008-B	Donna Hill Darlene Walsh	(703) 605-9225 (703) 605-9281
78	Sports, Promotional, Outdoor, Recreational, Trophies, and Signs	3FNG-MG-06-0002-N	Monica Gormley	(215) 446-5087

6. Under solicitation title near the top of the page, click on red colored text "View Solicitation on FedBizOpps.gov"
7. On the right hand side, underneath the "All Files", click on either "solicitation" or "refresh" and download the solicitation and all amendments or related documents

### **HELPFUL HINTS:**

***If you know the schedule number your product or service falls under, select the number from the "Go To Federal Supply Schedule" on the top right of the page. Skip to Step 5 to continue downloading the solicitation.***

***If you are still not sure where your products or services fall under, please discuss with the GSA point of contact above with the schedule that best fits your products or services.***

## ***Step 2: Completing the Solicitation***

1. Carefully read over the solicitation and document any questions you may have. A point of contact is provided in each solicitation on page 1, block 7. For your convenience, a list of contact names for general categories is also included on page 1.
  
2. **Guidelines for completing the solicitation.** We have compiled these guidelines for all offerors, including dealers, based upon common mistakes that will delay contract award.
  - ✓ Make sure you are completing the latest version of the solicitation.
  - ✓ Respond to ALL requirements (complete all blanks, and include all additional information requested). The process will be delayed if all the requirements are not met. The more complete the offer, the less time involved in the clarification/evaluation process.
  - ✓ Ensure that the solicitation is administratively complete (all signatures are signed and dated, forms are filled out, boxes are checked, etc.)
  - ✓ An authorized person of the firm must sign all documents.
  - ✓ Do not cross anything out or change words/numbers in the solicitation.
  - ✓ Submit a dated copy of the manufacturer's commercial pricelist(s). Write the appropriate Special Item Number (SIN) next to each offered item in the price list and catalog/brochure. The proper SINs can be found starting under the heading "Schedule of Items" in the solicitation. All products that are not offered shall be crossed out and offeror shall initial it. Marking shall be consistent (same SIN) between the price list and catalog/brochure/illustrations.
  - ✓ Submit illustrated commercial catalog or brochure of the products being offered. Line drawings in the price list are generally acceptable as an illustration.
  - ✓ Complete and submit all required flammability testing documentation. This includes flammability testing for all upholstery components, e.g. upholstery fabrics, batting, foam.
  - ✓ Complete and submit all required performance testing documentation.
  
3. **The following documents should be mailed to GSA at the address listed on page 1, block 9 of the solicitation:**
  - The completed solicitation (an original and one copy).
  - Two copies of your marked and dated commercial pricelist and catalog/brochure containing the products you plan to offer. Acceptable forms of pricelists include published/printed, computer generated, and internal pricelists.
  - Commercial Sales Practice Format (CSP-1).
  - Additional data, which may include, but is not limited to, a letter of supply for the products offered, and documentation to support the most favored customer determination.
  - Test documentation as required by the solicitation.

### ***HELPFUL HINT:***

**If you need clarifications on what test documentation needs to be submitted, please contact our Engineering department before submitting your proposal. The more complete your package is, the quicker your contract can be awarded! Please contact William Talbot at (703) 605-9275 for technical questions.**

### ***Step 3: Negotiations***

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1. When the solicitation is received, it will be reviewed for accuracy and completeness.
2. A Contract Specialist will then contact you to seek clarifications and/or additional information in order to prepare for negotiations.
3. The Government's objective in awarding Multiple Award Schedule contracts is to obtain an offeror's best discount. The purpose of negotiations is to resolve major differences between the offeror's proposal and the Government's negotiation objective.
4. At the conclusion of negotiations, the Contracting Officer will request a final proposal revision. The final proposal revision confirms the terms and conditions agreed upon between the Government and the offeror's authorized negotiator.

## **Frequently Asked Questions**

- 1. What are the benefits of becoming a GSA Corporate Partner?**  
Benefits include 1) the ability to offer your products/services to the Federal Government; 2) your products and/or services advertised electronically to Government agencies; and 3) assistance in marketing to Government agencies.
- 2. How long will it take to be awarded a contract?**  
GSA must ensure the Federal customer receives the best products and services at the most advantageous prices. Our goal is to award all contracts within 104 days of the initial submission. Occasionally, awards are extended beyond the target date, usually due to our need for additional information from the offeror. We encourage all of our potential corporate partners to submit the most thorough response possible to the solicitation. This will prevent delays in awarding contracts and ensure we meet our targets. We are available to answer any questions you may have prior to submitting your offer.
- 3. What services are available to me as a GSA Corporate Partner?**  
GSA has established the Quality Partnership Council, a working group comprised of government agencies, corporate partners, and the Integrated Workplace Acquisition Center, which work together to improve processes and service delivery. In addition, our corporate partners are able to create awareness for their products and services by displaying free advertisements in *MarkeTips*, our bi-monthly publication. *MarkeTips* is distributed to 110,000 subscribers worldwide.
- 4. What is GSA Advantage!<sup>®</sup> and am I required to sign-up?**  
YES! All Federal Supply Schedule contract holders have 6 months from the date their contract is awarded to submit their data to GSA Advantage!<sup>®</sup>. GSA Advantage!<sup>®</sup> is an online, electronic ordering system that allows ordering activities to search through all GSA sources of supply and select the item that provides the best value for their requirements. GSA Advantage!<sup>®</sup> allows customers to search for products and services they specify using keywords. Benefits for corporate partners include the ability to display products and services to federal customers easily and effectively. Please ask your Contract Specialist for more details.
- 5. If I am awarded a contract, where do I find business opportunities?**  
Visit FedBizOpps at <http://www.fedbizopps.gov> or GSA e-Buy at <http://www.ebuy.gsa.gov> for more information on federal government business opportunities.
- 6. Am I eligible to register with the Small Business Outreach Program?**  
While GSA encourages all businesses to become corporate partners, the Integrated Workplace Acquisition Center places high priority on attracting small, disadvantaged, minority, women, veterans, and Hub-Zone located businesses. For more information pertaining to the Small Business Outreach Program, please call (703) 605-9239.

***If this guide does not answer your question(s), please contact Robert Boswell at (703) 605-9179 or robert.boswell@gsa.gov.***