

Guide to Submitting an Offer under Schedule 36, SIN 51 400

This guide will walk you through the steps of submitting an offer to Schedule 36, SIN 51 400. There are many helpful links and resources, but remember that there is also a dedicated team that can provide clarification to any step as well. There are a few things to keep in mind when considering an offer:

- To obtain a Schedule 36 contract, you'll need to provide information that describes your company, your experience, and your products and services.
- You will submit your offer through the eOffer system and work directly with a GSA contracting representative who will review and potentially approve your offer.
- Currently, the time required for GSA to evaluate and award a contract after receiving your offer for SIN 51 400 is around 99 days, but can be slightly more or less depending on the volume of offers.
- Complete and well documented offers with competitive pricing are easier to evaluate and may speed up the process.
- Receiving contract under Schedule 36, SIN 51 400 does not guarantee that your company will receive orders. You are still responsible for marketing your business. More information will be provided about how to market your products and services later on in this guide.

There are three steps to creating an offer for Schedule 36, SIN 51 400:

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Step 1 - Getting Ready to Submit an Offer

Take the Proper Training

You need to complete the Pathways to Success training and the Readiness Assessment training, which are both web-based courses that help you understand the Multiple Award Schedules program. These courses also help you identify the contract that provides the best fit for your company and help you understand what it takes to be successful in this program.

- **Pathways to Success training** - This course will explain how GSA's Multiple Award Schedule contracts work, how to be successful as a vendor, what is required of you, and additional details about the offer process. It will also describe some alternative contracting opportunities for you. You will navigate through chapters, completing quizzes along the way.
 - To take this course, visit the [Vendor Education Center](#). After you create a login and password, you'll need to identify the people in your company who are authorized to negotiate with us. At least one of those people needs to be the one who sets up the login and completes this course.
- **Readiness Assessment training** - The Readiness Assessment course helps ensure you're ready to submit an offer for the right Multiple Award Schedule (MAS) contract. It also helps you identify the right Special Item Numbers (SINs), which are categories we use to describe specific products and services. You'll also use online GSA data sources to identify other companies that provide similar products and services to see if you can compete with them. This assessment is important because you need to maintain a minimum level of sales (\$25,000 within the first two years of your contract, and each year after that) to maintain an MAS schedule contract.
- To take this course, visit the [Vendor Education Center](#). After you log in, choose the Vendor Toolbox from the main menu. Complete the Readiness Assessment at the end of the training course. A company officer must take the Readiness Assessment.

Register Your Company

GSA requires that you register your company in a few different places. Complete these registrations early because it will take time to get the results. You can move on and work on other elements while you wait for a response on these registrations.

- **Obtain a [D-U-N-S Number](#)** - GSA uses the D-U-N-S number, issued by the company Dun & Bradstreet, as the unique code to identify your business. It is free to apply and you should receive a DUNS number within one business day.
- **Register your company in [System for Awards Management \(SAM\)](#)** - You need a D-U-N-S number to register in SAM. SAM is the official registration system used to do business with the federal government. The information you provide in SAM is used for a number of purposes, including to confirm that you meet eligibility requirements to do

business with federal agencies, that your business is categorized appropriately in various ways and that you have a Taxpayer Identification Number (TIN).

- **Obtain a digital certificate** - We use your digital certificate to verify your identity electronically when you sign and submit your offer in eOffer. It ensures that the information you provide is secure and cannot be accessed by others. You may use either of two private companies to get digital certificates: [IdenTrust](#) and [Operational Research Consultants](#).
 - You may choose to have more than one person obtain a digital certificate to work on your offer, but at least one must be an employee of your company.
 - It will take 7-14 days to get your digital certificate and cost \$119 for a single certificate that is valid for two years.

- **Obtain an [Open Ratings Report](#)** - The Open Ratings Report, administered by Dun & Bradstreet, is a compilation of surveys completed by your customers that GSA will use to evaluate your company's past performance. We require at least six customers complete an online survey. Contact up to 15 customers to ensure you receive six completed surveys. Based on the responses they provide, Dun & Bradstreet calculates an overall performance rating on a scale of 0 to 100, where 100 is the highest level of customer satisfaction. Dun & Bradstreet also provides a breakdown of the survey feedback, categorized as "positive," "neutral," or "negative."
 - Completing this step depends on how quickly your customers complete the survey, but it could take 35-45 days, and the cost is \$190.

Review the [Schedule 36 Solicitation](#)

The Solicitation is GSA's formal request for vendors to submit offers to obtain a contract under Schedule 36. The solicitation and related attachments contains detailed information that you should read. They provide detailed information and instructions about the required elements of your offer, the criteria GSA will use to determine whether to award a contract to your company, and the specific terms and conditions with which you will need to comply with as part of your contract.

Step 2 - Assembling an Offer

Assembling your offer for Schedule 36 is a multi-step process that will require work and refinement. The process requires you to gather and fill out documents about your company's finances, services and products offered, and your company's business dealings. We've broken this section into two steps: You will complete forms we provide to you and you will compile information on your own. Some documents will be completed and uploaded to eOffer as an attachment, and some information will be entered directly into text fields in eOffer.

Complete These Forms

Many elements of your offer involve completing templates. We explain why the forms are required and how to complete them below. We include resources for more information when possible. Keep in mind that the [Schedule 36 Solicitation](#) explains these documents in more detail.

- [Agent Authorization Letter \(if applicable\)](#) - If you have a third party agent, such as a consultant, helping you prepare or negotiate your Schedule 36 offer you will need an Agent Authorization Letter.
- [Letter of Supply](#) - If you (the offeror) are not the manufacturer of the product(s) being proposed, you need to provide an acceptable Letter of Supply, which includes commercial product certification, discount to reseller information, trade agreements certification, and price reduction notification.
- [Price Proposal Template](#) - Here you show your products or services' costs and justify the price you're offering. This document is used to verify that you are offering your BEST price to the government, what we call your Most Favored Customer (MFC) pricing. Additionally, your MFC's price must be considered highly competitive and determined to be fair and reasonable for it to be accepted by the GSA. Use information that corresponds with published commercial price lists, such as catalogues, invoices, contracts, etc., to complete the price proposal.
- **Sample Labor Category Matrix (if applicable)** - You must provide a detailed position description if your offer includes professional services. This should include functional responsibilities, minimum years of experience, minimum educational/degree requirements, and any applicable training or certification requirements. If you usually substitute experience for education, explain how you calculate it (e.g., five years of experience equates to a BA/BS degree). The Matrix should also include information for three previous contracts that show what you charged for these labor categories.
 - The Service Contract Act (SCA) applies to all nonprofessional services to be provided under this Schedule except for any pricing offered for services outside of the United States. The SCA index of applicable wage

determinations for this solicitation and resultant contract are shown in FedBizOpps document, "SCA Index of Wage Determinations." The full-text version of each wage determination can be viewed at www.wdol.gov. Some of the proposed labor categories may be subject to the SCA (usually nonprofessional categories).

Compile This Information

You need to find information about your company and the work you've done. After you gather this information, have it ready to upload to eOffer later. Each element you'll need and what each will be used for is described below. More information for each part is provided in the [Schedule 36 Solicitation](#).

- **Financial Statements** - Gather your company's financial statements for the previous two-year period (audited, if available). At a minimum, each financial statement must consist of a balance sheet and income statement. GSA will use this information to ensure that your company is financially stable. Explain any information you disclose that reflects negatively upon your business (page .
- **[Subcontracting Plan \(if applicable\)](#)** - You only need to provide this if your business is categorized as a large business, based on the NAICS codes and related size standards that apply to you. GSA expects large businesses under Schedule 36 contracts to provide opportunities to small businesses who can perform successfully as subcontractors. The Subcontracting Plan you'll submit will cover eleven areas detailed in the [Federal Acquisition Regulation section 52.219-9\(d\)](#).
- **Technical Proposal** - The technical proposal details information and examples of your company's experience that prove you can provide the products and services you are offering under Schedule 36. There are three technical proposal factors that you must address:
 - Factor One - Corporate Experience
 - Factor Two - Past Performance
 - Factor Three - Quality Control
- **Professional Compensation Plan (if applicable)** - You must submit a professional compensation plan for your employees if you are proposing professional services. The plan explains your company policies on salaries and fringe benefits for employees who will work under your contract. Individual compensation disclosure is not required.
- **Previous Cancellation/Rejection Letters (if applicable)** - Include copies of any cancellation or rejection letters from any prior GSA Multiple Award Schedule contracts that your company has received within the last two years with your offer.

- **[Commercial Sales Practices-1 \(CSP-1\)](#)** - You should have already identified your business's commercial pricelist while you were preparing your Price Proposal Template. You need this document to help show the prices you provide to your current customers. If you do not have a Commercial pricelist, please provide a Market Rate Sheet. GSA uses these documents to evaluate whether you are providing competitive pricing to the government as well as a price that is better or equal to that of your Most Favored Customer.
- **Pricing Support Documentation** - You must provide supporting documentation for each product or service you are offering and enter it into the [Price Proposal Template](#). GSA uses this to verify the information you're submitting is accurate. Examples of types of documentation includes published and publicly available catalogs, price lists, copies of invoices, contracts, quote sheets, etc. There must be a clear and relevant relationship between the supporting document and the proposed price it is meant to support. Each supporting document must be clearly labeled with the name of the corresponding proposed product or service.
- **Price Narrative** - You must write and submit a detailed price narrative containing information for each of the products or services offered to enable our contracting officer to determine that prices you offer are fair and reasonable. Fair and reasonable means that the prices are highly competitive and the same or better than what you offer your Most Favored Customer (MFC). Explain why your offer might contain pricing that isn't equal to what your MFC receives or if your offer deviates from the information you've provided in the commercial sales practice form.

Step 3 - Finalizing an Offer

Submit Your Offer

[eOffer](#) is the a web-based system where you will compile, sign, and submit your completed offer. You can save your work in the system and return to it over time. Please note, GSA contracting representatives and other staff do not have access to your information inside of eOffer. In many places, eOffer has specific requirements for how information should be entered, character limits, etc. and this can be challenging to work through.

- The [eOffer/eMod Help Center](#) can provide technical support to assist you with submitting your offer.

Review and Negotiate

Your offer will be assigned to one of our [contracting specialists](#) for review after it is submitted to eOffer. He or she is responsible for ensuring that your company is responsible, capable of delivering the products and services you plan to offer, and that government buyers receive the best possible pricing. Work directly with your assigned representative to clarify any questions or issues, correct any errors or inconsistencies, and negotiate on pricing or other elements of your offer, if necessary. At the end, our contracting representative will decide whether or not to award you a Schedule 36 contract.

Sell Your Products and Services

If you succeed in receiving a Schedule 36 contract, you are now able to market and sell your products and services to a vast array of federal, state, and local agency buyers. It does not mean that you are guaranteed to receive any orders. The below GSA resources will help you succeed--and keep succeeding--as a Schedule 36 contract holder.

- Visit the [MAS Welcome Package website](#).
- Reach out to our [GSA Office of Small Business Utilization website](#) for assistance and support.
- Check out the [Vendor Support Center](#) for tools and resources on marketing, contract administration, and other helpful topics.

Resources and Point of Contacts

- **3DP/AM Contracting Team**
 - [Michael McGraw](#), Team Leader, 215-446-4895
 - [Walter Johnson](#), Contract Specialist, 215-446-4874
 - [John Giannopoulos](#), Contract Specialist, 215-446-5081
 - [Nancy Coello](#), Contract Specialist, 215-829-2800
- **IWAC Business Development Office**
 - [Amanda Werb](#), Business Development Specialist, 215-983-9702
- **GSA Office of Small Business Utilization**
 - [Charles Aycock](#), Small Business Specialist, 202-257-1513