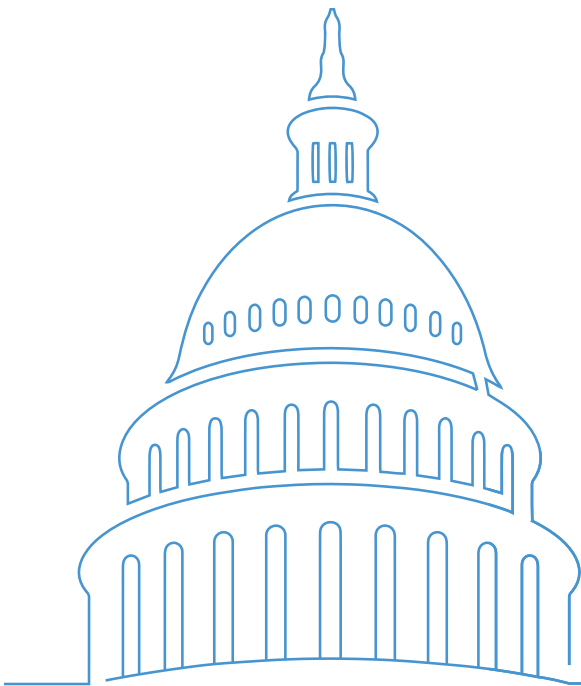




Government
Services Exchange

Government Services Exchange
is pleased to provide you with
the following Q&A on GSA:



Info on GSA Government Contracting



GSA Schedule Contract Information and Fact Sheets

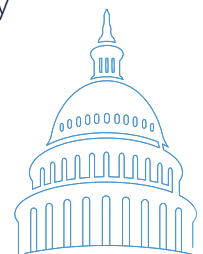
We appreciate the opportunity to speak with you and evaluate your company for the potential of a GSA Contracting Vehicle to eliminate the open bid processes. GSA Contracting vehicles were put into place to allow Government Buyers the ability to streamline their purchasing process. The average time it takes to secure purchase on the “open bid market” can be anywhere from 100 - 300 days. A government buyer must put forth an RFP, wait for responses and then go through each and every one. Now they cross their fingers and hope the company they chose is the right firm that can actually do what they said they could. This whole process is very inefficient and time-consuming. Government Services Exchange has over 50 years of collective experience in assessing the Government Market.

The GSA put together the GSA Schedules, referred to as MAS (Multiple Award Schedules) or FSS (Federal Supply Schedules). Although different acronyms are used, they all refer to a Streamlined acquisition tool for Government Buyers, which drastically reduces procurement time. Average orders placed with GSA Vendors are typically 10 – 15 days.

The GSA, FSS, MAS program is a simplified process that closely mirrors commercial buying practices by using the government’s buying power to obtain more than 11,000,000 commonly used supplies and services from more than 17,000 contractors. More than \$82 billion worth of commercially-available supplies and services are purchased through the program each year – the government spends approximately 40% of all its contract dollars through schedule contracts.

I am busy. Why would I want to take on Government Contracts?

The U.S. Government first and foremost operates as a business. In fact, they are the world’s largest consumer. Government contracting is a lucrative and highly-rewarding endeavor that presents businesses with the opportunity to fulfill their earning potential while diversifying their sales portfolio. Over the years, we have spoken to companies that have lost large accounts, and it just about puts them out of business. Government contracting provides a unique opportunity for small businesses to grow and realize considerable benefits. On average, the Federal government spends over 1.4 billion dollars a day on goods and services it requires to run the country. The Government is very consistent in that they continue to spend money because they need to continue to operate just like any other business. It is important to note that around 23 percent of this revenue is dedicated to small businesses. This commitment stems from the fact that the government recognizes the part played by small businesses in driving economic growth.



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Think Government Buyers only purchase from who they want?

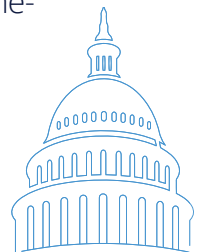
On the contrary, Government buyers are closely regulated and are mandated to follow the “FAR” regulations or (federal acquisition regulations); this is a set of rules that keep Government buyers in line when it comes to spending our money. To prioritize the use of GSA Schedules is one of these regulations.

“FAR Subpart 8.4, Federal Supply Schedules, and FAR Part 38, Federal Supply Schedule Contracts, govern the operation and use of the schedule program, when a product or service is available FAR regulates the priorities for the use of Government supply sources to a discussion of the mandatory Government sources of supplies and services, GSA Schedules”.

The government does little if anything to help you navigate through the hordes of paperwork, nor is there anywhere that provides a clear and concise order of items that need to be accomplished to be eligible for government contracts. They hardly ever inform you if you submitted incorrect information. If you present inaccurate and incomplete information, you will not be considered for business. Oddly counterproductive, isn't it? Government Services Exchange has been utilized as an asset for many companies over the years, helping them solve the Government Contracting puzzle.

Make no mistake, the process of applying to become a Vendor for the Government is a daunting and lengthy one. Therefore, businesses need all the help they can get to push them over the line. Government Services Exchange has over 25 years of collective government contracting and procurement experience and can counsel our clients on the proper steps and measures to get a piece of the government spending pie and ensure you meet the compliance requirements and have everything accurately documented. We know what government agencies are buying and the time frames when the federal government actively seeks vendors (in specific industries) to purchase products and services. We train all our clients within these areas of expertise, ensuring you are familiar with the contracting acronyms, regulations, and procedures pertinent to various fields. This is a full-time job; this is precisely our expertise. At GSE, we are the Government Contract experts. We rely on you to be the expert at your core competency, so we can be confident in endorsing your firm to become a prime vendor for the Government.

Securing a GSA Schedule Contract or one of the other sole-source contracting vehicles is not simply a matter of filling out paperwork; the proposal process can be complicated, lengthy, and time-consuming. Some Contracting vehicles establish pricing, terms, and conditions that will dictate how you do business with the federal government for the term of your contract. The strategy behind the development of your proposal and pricing negotiations will serve as a foundation for future sales and is essential to your success.



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Our full-service technical proposal assistance team provides your company with Government Contracting experts dedicated to your success. Your contracts team will complete the work from strategy development and proposal preparation to contract negotiation and awards, providing expert consultation throughout the process.

Over the years, Government Services Exchange has helped clients:

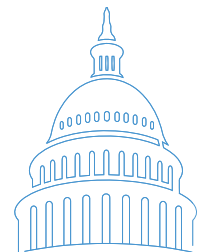
- Save hundreds of hours in proposal development and contract negotiations.
- Secured clients Contract Award months sooner than if pursuing in-house. •
- Mitigate the risk of contract rejection.
- Hit the ground running with post-award training on best practices for GSA Contract usage & compliance.

Our strategic process is designed to outline your organization’s goals and objectives for getting on a sole-source or no-bid contracting vehicle and to develop a customized approach for your organization. Our strategy sessions outline and determine structures and profitability requirements. We determine which products or services to offer to the government, who your competitors are, and maximize your company’s footprint by recommending the strategy that will provide the most value. We help you prepare for the impact of taking on Government Contracts and ready you for growth.

We expeditiously and efficiently manage the entire proposal process – from completion of forms for a signature to the preparation of all representations, technical writing, and all of the factors required to become a direct vendor for the Government. Our experienced team of Contract professionals ensures your proposal is done correctly from each of the three critical perspectives: yours, your buyers, and the GSAs.

Your contract must be negotiated appropriately; the negotiation phase of this long-term contract is time-consuming and includes preliminary information, clarification, negotiations, final proposal revisions, and contract award. We are experts at this phase and are fluent with the award process, and our knowledge of policies and compliances ensures that all relevant information requests are correctly answered. We make sure not to divulge any information that is not required and that could impair our ability to negotiate the best terms on your behalf. We serve as the primary point of contact with the Government through the entire process and ensure alignment with your organizational objectives and guidelines – keeping you posted every step of the way.

In your consultation, we will go further into the benefits of getting onto a contracting vehicle and evaluate if your company will benefit and benefit the Government.



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Exchanging Ideas For Government Contracting Success

What are some of the services that Government Services Exchange will provide to my business?

- Ensure the client qualifies.
- Make sure the client's product or services are needed within the Government Space.
- Maintain compliance with the ordering procedures of Federal Acquisition Regulation (FAR) 8.405.
- Make sure the client is trained and familiar with the NIST Federal Standards Index.
- Where applicable, make certain products listed comply with Federal Information Processing Standards (FIPS) or Federal Telecommunication Standards (FED-STDS).
- Gathering information to support price negotiations.
- Review of all applicable FAR (Federal Acquisition Regulation) and CFR (Code of Federal Regulations) clauses.
- Preparation of all applicable forms, including Representations and Certifications and Technical Proposals as required.
- Preparation, via templates, of a Small Business Subcontracting Plan as required.
- Research to ensure compliance with JWOD requirements where applicable.
- Offer advice and feedback about your commercial pricelist and GSA pricing Preparation.
- Prepare supporting documentation to prepare Commercial Sales Practice (CSP-1) disclosure and price support documentation.
- Execute and manage your GSA Schedule contract, and deliver the completed Proposal to the GSA and monitor the Proposal Status.
- Respond to the GSA's requests for Clarifications and Revisions
- Conduct negotiations with GSA's assigned Contract Officer / Contract Specialist.
- Prepare the Final Proposal Revision at the close of the negotiations.
- Provide guidance, education, training, advice, and experience as required for success.
- E-BUY Training for orders and upload of profiles.
- Government Preparedness Profile and Training.
- Working with the client through Digital Certificate attainment.
- Assisting clients through open rating surveys of past performance.

THE ABOVE DEPICTS SOME OF THE SERVICES, BUT DUE TO THE NATURE OF OUR BUSINESS, MANY OF OUR CLIENTS ARE UNIQUE SO THERE ARE ADDITIONAL SERVICES THAT CAN AND WILL BE PROVIDED ON THEIR BEHALF. REST ASSURED WHEN WE ARE DONE; YOU ARE HITTING THE GROUND RUNNING.



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