

# GSA Schedule Services

Schedule Qualification | Contract Management |  
Audit Support



ClearCoast doesn't just deliver a contract. We know how to position companies most advantageously when pursuing a Schedules contract in a wide variety of disciplines. No two companies are alike. There is no one size fits all. And, no contract offer is boilerplate. GSA looks at your company with a critical eye and so do we.

At ClearCoast, we assess your business objectives, practices, performance, and future federal potential. We select the most appropriate GSA Schedule for your services and/or products. We build a comprehensive offer, submit, and negotiate through to award of a GSA Schedule Contract. And, we provide you the necessary maintenance and support to help you maintain your GSA Schedule contract. Bottom line: we do the work for you.

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**\*\$2.1 million**

*\*Average GSA schedule sales achieved by a ClearCoast client within the first two and a half years after GSA contract award.*

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Over a decade of experience in working with small-to medium-sized businesses to qualify for a GSA Schedule contract has enabled ClearCoast to develop a proven methodology during all phases of the process...not just the proposal preparation.

ClearCoast collaborates one-on-one with you through weekly virtual meetings and teleconference sessions for the preparation of a GSA schedule proposal. A targeted submission date discussed with you in advance drives proposal writing activities tied to a project timeline. Our comprehensive methodology leaves no stone unturned which has resulted in a 100% award track record over 10 years. It revolves around the following five core service areas:



### *Proposal Kick-Off*

- Hold kick-off session with your team
- Discuss fundamentals of GSA Schedule program
- Review product and or services to be offered and related GSA SINs
- Review of proposal checklist and timeline for submission
- Identify your 'unique' factor for persuasive presentation

### *Proposal Documentation*

- Complete solicitation requirements for database registration (CCR, ORCA, Vets-100, e-offer registration, digital certificate)
- Submit Dunn & Bradstreet references for Open Ratings Past Performance Evaluation
- Preparation and distribution of Letters of Supply
- Financials
- Technical proposal with detailed scope of work conducted
- Subcontracting goals and plan if applicable
- Terms and conditions of service/product offerings

### *Pricing and Discounting Strategy*

- Perform sales history analysis to determine most favored customer
- Discuss commercial practices disclosures
- Recommend a pricing and discounting strategy which is to your benefit
- Gather required pricing documentation for presentation
- Develop labor categories/descriptions
- Volume/quantity discounts
- Implement a contract compliance, tracking and reporting system

### *Submission and Negotiation*

- Finalize the proposal for submission through final review
- Formulate negotiation strategy
- Upload and submit proposal to e-offer system
- Serve as authorized negotiator providing communication and e-mail and phone interface with GSA contract officer/specialist
- Prepare all clarification documentation in response to GSA requests

### *Post-Award Services*

- Develop Final Proposal Revision Letter outlining basis of award
- Upload text and product catalogs to GSA Advantage! ®
- Review all FAR, GSAR and other compliance clauses to help you manage your contract
- Use of GSA marketing tools e-buy, GSA Advantage, Logo, e-schedules library

## Contract Management Services

ClearCoast helps you manage your contract immediately after award by GSA. Our services include:



- Prepare modifications to your Schedule contract including, economic price adjustments, addition or deletion of services/products, new SINs, or option renewal.
- Finalize and prepare your GSA Pricelist as a word doc and pdf file for distribution to agencies
- Prepare and launch your electronic GSA Schedule pricelist for posting to GSA Advantage!
- Assist in set up of Industrial Funding Fee (IFF) and Quarterly Sales Reporting
- Provide 'how to tutorial' to review compliance and reporting requirements
- Train your sales and marketing personnel regarding the proper and effective use of the GSA contract
- Provide telephone support and keep you apprised of federal government policy and regulations changes impacting your contract

## Audit Support Services

ClearCoast helps you prepare for an audit by a GSA Industrial Operational Analyst (IOA). Our services include:



- Discussion of what to expect during audit process
- Review checklist of documentation to produce for auditor including pricing history, basis of award documentation, current pricelist, etc
- Review of GSA Administrative Report Card with Q&A responses prepared in advance
- Identity of red flags or potential problems with contract performance
- Availability for consultative support during audit

## Why Select A Third Party Vendor?

### CHOOSE WISELY

Getting a GSA Schedule does NOT guarantee you will get any business. However, getting on the GSA Schedule can be essential to boosting your government business. Many agencies will not do business with you without a GSA Contract. Can you qualify yourself? The technical answer is certainly yes. However, consider what you don't know. On the surface, this may seem like a very straightforward process. When the rubber meets the road, you may find that it will not be the case.



- The paperwork is daunting which equates to a time consuming experience in handling the workflow.
- Understanding the compliance clauses requires somebody who can interpret what it means to your business.
- Crafting a GSA proposal is more than an application process. It requires a strategic approach to ensuring your product/service offerings are profitable.
- Having a relationship with a contracting officer and understanding what they are looking for in your GSA proposal can make all the difference between acceptance and rejection.
- Contract Officers will often tell third party representatives things about their negotiation strategy that they would not tell you directly.
- Rejected proposals are not only noted by GSA in their records but it means you take a number and wait in line – possibly for several months.

Choosing a third party vendor is to your advantage. Selecting a vendor with a proven track record, years of experience and knowledge about federal procurement law is essential.

**Don't fall prey to the turbo template approach or a weekend workshop offered by others. This is serious business. You can't afford to make mistakes or worse yet waste your money to third party vendors who don't deliver a contract that benefits you!**

## Why ClearCoast?

Here are reasons why our clients seek to work with us to obtain their GSA Schedule Contract:

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- **Proven Experience** – We have worked hand-in-hand with the GSA Schedules program since its inception over 10 years ago. We bring real world guidance and a 100% track record in contract awards for our clients. Experience matters!
- **Strategic Evaluation of Your Goals** – We understand that the decision to obtain a GSA Schedule is just one of many corporate objectives that need to be achieved. We work directly with you to develop competitive strategies based on your vision of the company over the life of this 20 year contract.
- **Knowledge of the Unspoken Requirements** – GSA doesn't make it easy for you to understand all the 'unspoken' requirements. And you can't assume they are "savvy in your industry". We ensure your offer to the government does not interfere with your ability to sell competitively in the commercial market. We develop a proposal that is comprehensive and will proceed through the review process with no hassles.
- **GSA Relationships** – Our years of experience in working with GSA has cultivated great relationships with the contract officers! They know ClearCoast and respect our in-depth understanding of federal procurement and GSA guidelines as they apply to your contract. They also recognize the completeness and quality of the proposal offers presented by ClearCoast on your behalf. *We're proud of our long-standing reputation for excellence with GSA contract officers!*
- **Educate Your Team** -- We go the extra mile to make sure your team is educated and comfortable with all contractual responsibilities once your contract is awarded. We conduct a training tutorial and provide you with a desk-top PowerPoint reference for understanding compliance, reporting and administrative requirements.
- **We Expect Great Things** -- Being a superstar is more than just a great product or service. We work with those companies that expect great things from us and themselves. Professionalism. Integrity. Devotion. These are our guiding principles.