

# Contractor Reference Guide

## Steps to Success

Make the Most of Your GSA Contract



Third Edition

# Steps to Success

Welcome and congratulations on becoming part of the GSA Multiple Award Schedules (MAS) team! As our partner, there are many steps you will need to follow to be successful. To make the process a little easier for you, we have compiled this guide. In the subsequent pages, we will show you how to:

- Prepare for a GSA Industrial Operations Analyst (IOA) on-site Contractor Assistance Visit (CAV)
- Create, distribute and update your price list
- Participate in GSA*Advantage!*<sup>®</sup> and eBuy
- Market your company to targeted government customers
- Report sales and remit the Industrial Funding Fee (IFF)
- Keep your contract current through contract modifications
- Comply with scope, environmental and Trade Agreements Act (TAA) requirements

- Use available training sources provided by GSA
- Be a quality GSA MAS partner

For complete details, we encourage you to review and completely familiarize yourself with your contract.

Now that you've invested considerable time and resources to establish your relationship with GSA, we will help you make the most of it. As GSA's "face" to the customer, you are our partner in meeting the needs of our mutual customers, and your success is paramount.

The GSA MAS program is the premier government acquisition program that mirrors commercial buying practices. It is the fastest, easiest and most effective contracting vehicle, designed to help customer agencies comply with all rules and regulations for buying products and services the right way.

Do you have what it takes to succeed? Are you prepared to be an outstanding GSA MAS partner? With 19,000 plus contracts in place – and more being added every day – GSA vendor competition is stiff. Now that you are partnered with GSA, we are in this together and absolute success is our mutual goal! As a MAS contractor, you join GSA in dedicated service to our customers. To promote this relationship and your success, GSA presents this step-by-step guide to help you reach the top.

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## Step One

# Who You Need to Know in GSA and What They Do

Once you are awarded your contract, it is important to get to know the key people from GSA and what they do to assist you.

### Important Contacts for Success

When you need advice or assistance, these are the people to contact:

- Your Procurement Contracting Officer (PCO) is the individual who negotiates and awards your contract and resolves most day-to-day contracting matters.
- Your Administrative Contracting Officer (ACO) is assigned after contract award. The ACO is responsible for the Industrial Funding Fee (IFF), sales reporting and other compliance issues, and can provide you with useful springboards to help you up the stairway to success!
- The Industrial Operations Analyst (IOA) visits your company to gather information to assist the ACO and PCO in evaluating your company's compliance with the terms and conditions of the contract. During the visit, the IOA will explain GSA's expectations, provide marketing information, review sales reporting and the fee-payment processes and provide useful information to help you better understand contract clauses. Results of the visit are shared in the form of the MAS-contractor Report Card (RC) issued by the ACO.

### ▶ TIP:

Find the contact information for the:

**PCO** - Your eLibrary profile

**ACO** - "ACO Locator" on the Vendor Support Center website

**IOA** - Contacting your PCO or ACO

### Contractor Assistance Visit (CAV)

As a MAS contract holder, you will be routinely visited by a GSA Industrial Operations Analyst (IOA) who will conduct a Contractor Assistance Visit (CAV). GSA's Examination of Records clause (Multiple Awards Schedule GSAR 552.215-71, July 2003) allows the IOA to review any MAS contractor's records to verify contractual compliance. At a minimum, two CAVs will be conducted during each five-year contract term. The CAV findings will assist the ACO with issuance of a Report Card (RC). You should expect to have a CAV conducted at the contract midterm point (during the third year) and again during the final contract year prior to expiration.

### Purpose of a CAV

The CAV is not an audit. In fact, the purpose of the visit is to help you succeed as a MAS contractor. By verifying that you are in compliance with some of the critical clauses identified in your MAS contract, and making sure that you completely understand your responsibilities and GSA's expectations, we can achieve a mutually beneficial relationship.

### How to Prepare for a CAV

When it is time for the CAV, you will be contacted by an IOA by phone, e-mail or both. That initial contact will establish the time and date of the CAV and will also address the IOA's goals for the CAV. The IOA will also identify what documentation you will need to have readily available and organized for the CAV to be completed efficiently and effectively.

The following are some examples of the types of documentation that may be necessary during the CAV:

- The original MAS contract, including the Final Proposal Revision
- All approved modifications and price lists
- Any Blanket Purchase Agreements (BPAs) awarded against your MAS contract
- Letters-of-supply and country-of-origin information
- Listing of all GSA-authorized dealers
- Documented sales tracking system standard operating procedures (SOP)
- GSA and non-GSA quotes/proposals, invoices and statements of work

It is also important for all applicable personnel to be in attendance during the CAV. This could mean personnel from sales, marketing, accounting and/or shipping (basically anyone that has a role, large or small, in handling MAS orders).

Prior to the visit, the IOA may request that you send your company's sales data in an electronic format before the CAV. Agreeing to do this will allow the IOA to review and sample your sales data prior to the CAV, possibly reducing the amount of time the IOA will need to be at your facility. Please remember that sending your sales data prior to the CAV is optional and not a contractual requirement.

### What to Expect During the CAV

On the day of the CAV review, the IOA will have many questions pertaining to your company's MAS contract and the internal processes you've implemented to manage the contract successfully. These processes could include, but are not limited to:

- Sales tracking system
- Trade Agreements Act compliance
- Basis of Award customer discount monitoring
- Environmental compliance

Once the IOA has a good working knowledge of your company's processes, he or she will review and select a sample of orders from your sales data. Both GSA and non-GSA orders will be sampled and reviewed in order to ensure that your sales tracking system is allowing you to report all eligible GSA orders at the end of every calendar quarter. Each GSA order will be reviewed to check for the following things:

- The correct GSA-approved pricing was extended to all GSA customers
- All of the items provided under the MAS contract correspond to an approved SIN
- All deliverables were provided within the contractually negotiated terms

### After the Review: Contractor Report Card

Shortly after the completion of the CAV, your Administrative Contracting Officer (ACO) will provide you with a completed copy of your contractor Report Card (RC). The RC provides a "snapshot" of your firm's ability to meet important terms and conditions of your MAS contract at the time of the CAV. The RC's purpose is to identify areas where you are successful and areas where you need improvement in regards to processes and systems. The RC is not an evaluation of your current or past performance with the contract. A sample of the contractor RC can be viewed at the Vendor Support Center website at <https://vsc.gsa.gov/reportcard/reportcard.pdf>.



### ▶ NOTE:

Remember, the CAV is a great time to discuss any questions or concerns you may have regarding your MAS contract. Use the visit to your benefit, and remember that we are here to help.

## Step Two

# Understanding Contract Requirements

### Your Price List

While the ink on your contract begins to dry, you should immediately turn your attention to marketing your new contract! GSA's strength lies in identifying customer needs and supplying those needs through our Industry Partners. Your contract price list is a "catalog" that lists the items you have been awarded and identifies the terms and conditions of your contract. Ordering agencies use this information when procuring from the GSA MAS program. Our surveys have shown customers seek "best value" when buying products and/or services, so you should focus on this to succeed. Your price list plays an important role as authorized procurement officials use price lists to make comparisons of MAS contracts. Because our customers rely on them, it is mandatory that your price list is in accordance with clause I-FSS-600, Contract Price Lists. This clause in your contract provides the required format for completing a price list. To remain in compliance with I-FSS-600 requirements, your price list must contain the following:

- Cover page
- Contract items awarded and associated pricing
- Labor categories and descriptions
- Maximum/minimum order provisions
- Geographic coverage (delivery area)
- Points of production
- Discounts from the list prices or statement of net prices
- Volume discounts
- Prompt-payment terms
- Acceptance of the governmentwide commercial purchase card
- Foreign items offered
- Delivery terms
- Expedited delivery

Please review Clause I-FSS-600 for detailed information on contract price lists.

Make sure your price list addresses all of these required items, even if they don't apply to your contract (in which case, indicate N/A or non-applicable on those portions of the price list that don't apply). The standard format helps our customers to make distinctions when comparing numerous price lists, so you will want yours to be as accurate and complete as possible. This does not mean that your price list has to be generic or dull. On the contrary, it's an excellent opportunity to market your business and stand out from the crowd. Most importantly, make your price list easy for the customer to understand and use.

### How Do I Know If a Sale is a MAS Sale?

One of the most common questions about sales is how to recognize whether or not the sale is a MAS sale. You should give your GSA contract the widest publicity possible whenever federal agencies call for information about your products and services. You should encourage all federal customers to use your MAS contract whenever they place new or renewal orders. That is why you have a contract with GSA: to make it easier for agencies to meet their needs in the most efficient and economic manner. Any one or more of the following may indicate that a sale is a MAS sale:

- Product or service is on your GSA contract
- GSA contract number is stated on the purchase order or task order
- Ordering information and terms are the same as your GSA contract
- Customer made contact with you through GSAAvantage® or eBuy
- Customer pays with the governmentwide commercial purchase card
- Pricing is at or below the MAS price
- Order is above the micro-purchase level and there is no indication of any other procurement vehicle being used

### NOTE:

It is important to maintain supporting documentation of all MAS sales in your company records. The easiest and most direct way is to make sure the GSA contract number is stated on those files and records.

The bottom line is, when a government order fits within the MAS contract parameters, the order should be considered a MAS sale unless the ordering agency indicates otherwise. By "contract parameters," we mean the product is on the MAS contract, the ordering organization is authorized to use the MAS contract, the ordering procedure used is consistent with the MAS price list, the Schedule delivery terms are used and there is no evidence of any other contracting vehicle being used by the contracting office. If you have questions or need further clarification, please talk to your ACO.



**TIP:**  
**Unsure of what your contract requirements are? Here are some great resources:**  
 Your contract  
 Your PCO, ACO or IOA  
 The Vendor Support Center

### Identifying Your Terms and Conditions

Your price list is your initial "face" to the customer. Make sure that it's user-friendly and entices the customer to do business with you. Your price list must include the terms and conditions that were identified, reviewed and negotiated prior to your contract award. You may only include those items and terms and conditions that were awarded.

Within 30 days of your contract award, be sure to send two copies of the contract price list to your GSA Procurement Contracting Officer (PCO). Please contact your PCO regarding what format your price lists should be in (i.e. paper or electronic). For additional information on the requirements for updating and distributing your price list after modifications, please refer to Clause 552.243-72 of your contract.

Additionally, if you are a contractor with participating dealers, those dealers must also comply with the terms and conditions of your contract.

**NOTE:**  
 Look to Clause 552.232-83 for more details on participating dealers and billing responsibilities

## Reporting GSA MAS Sales

Reporting your GSA sales is a critical element in the success of our relationship. Sales reports must be submitted, and fees must be remitted, quarterly. If no MAS sales orders have been placed or payments received (depending on whether you have chosen to report sales based on payment date, order date, invoice date, etc.) on your contract for the quarter, you are still responsible for filing the sales report by entering zeros. You should maintain a consistent accounting method for sales reporting, based on your established commercial accounting practices. Quarterly sales reports and IFF remittances are due by January 30, April 30, July 30 and October 30 of each year. (Sales reported after the thirtieth day of these months are considered late.) All GSA MAS contracts require sales to be reported via <https://72a.gsa.gov>.

### ▶ NOTE:

Look to Clause 552.238-74 for more information and instructions regarding Contractor's Report of Sales and GSA Form 72A.

Keep in mind that reporting your sales on time is a critical part of maintaining compliance with the terms and conditions of your contract. Your timeliness will have an impact on your contractor report card (issued by the ACO after the IOA has conducted a CAV), so it is important to make sure that you report sales on time.

## Electronic Payment of the Industrial Funding Fee (IFF)

Paying electronically via <https://72a.gsa.gov> is the most efficient and easiest way to remit the Industrial Funding Fee (IFF). It provides you with the option of paying online via credit card or electronic check (direct debit). Paying online benefits both you and GSA by eliminating the expense of processing paper checks, the delays inherent in sending checks through the mail, and the need for post-payment research due to lost checks, incorrect payment amounts and incorrect allocation of payments to the proper contract and report period.

After reporting your sales, you will be given two choices: "Pay Online Now" and "Pay Online Later." If you are ready to pay after you've reported your sales and you have your bank account or credit card information ready, just click "Pay Online Now." Enter the appropriate information and you're finished. It's as simple as that!

If you are not ready to pay, or if someone else in your company handles payments, click "Pay Online Later." Using this option will save the sales you just reported and will allow you (or another representative from your company) to return to the website to pay at a later time.

If you did not select either of these options or if the total IFF due does not equal the IFF for the quarter (which could be caused by a prior sales adjustment), the payment can still be submitted electronically. Just return to the main menu page and click on "Make a Payment," then enter the exact dollar amount owed and follow the instructions.

Always remember that IFF payments are due within 30 days after the end of the quarter. Save yourself time and money and give electronic payment a try. For more information to report sales and pay IFF online, go to <https://72a.gsa.gov>.

If you do choose to pay via check, it is vitally important that you provide proper identification of the IFF payment to ensure that credit is given to the proper GSA contract, including the following information:

- Contract number(s)
- Report amount(s)
- Report period(s)

If your payment is for more than one contract and/or for multiple report periods, be sure you include the specific amount to be allocated to each report period and each contract number on the check.

Just like reporting your sales on time is critical for maintaining compliance with the terms and conditions of your contract, paying the correct amount of IFF on time is also very important. Note that your timeliness will be reflected in the contractor report card issued by the ACO after the CAV.

### ▶ NOTE:

For additional information on electronic remittance, contact the Vendor Support Center (VSC) at <https://vsc.gsa.gov> or call (877) 495-4849. You can also contact the Administrative Contracting Officer (ACO) assigned to your contract.

## Scope of Your GSA Contract

Another subject receiving a lot of interest and oversight is "scope of contract." This refers to your contract's proper use. Your company may only provide those specific products and services that GSA authorized for sale under the contract. Specifically, the items your company provides must fall within the description of the Special Item Numbers (SINs) that GSA awarded under the contract.

Proper scope of contract is important to both you and GSA. You are required by GSA to sell only those products and services awarded to you under the contract. This helps ensure the integrity of the MAS program and protect our contractors from any unintended consequences.

Products and services not part your MAS contract are not allowed to be represented as being on the contract. Your company must identify open-market, or non-contract items, on quotations to the customer. Agency purchase orders should clearly identify open-market items by line item. If there are Other Direct Cost (ODCs) items you are selling to your customer and they are not on your MAS contract, you must also identify them as non-contract items.

During a CAV, the IOA will review your Statements of Work and points of supply, and compare them to the MAS awarded SINs, to determine if they are within the scope of your contract.

There are ways to sell non-contract products and services and still ensure staying within the scope of your contract. Two of these ways are "Contractor Team Arrangements" and "Modifications." You can learn about "Contractor Team Arrangements" in Step 4 of this brochure, and there is information about modifications in Step 3 of this brochure. You may want to review the information about Contractor Team Arrangements and modifications, because they are both very important to the success of your GSA contract.

## Being Environmentally Sustainable "Green"

Acquiring environmentally sustainable products and reducing Greenhouse Gas (GHG) emissions is the official policy of the federal government. Executive Order (E.O.) 13514 requires federal agencies to increase environmental purchasing. In order to meet this requirement, customers are increasingly demanding "green" products, and GSA

is committed to meeting this agency need. As GSA's Industry Partner, you can play a critical role in providing customer agencies with the environmental products they require.

Environmental, "sustainable" or "green" products are those that are energy-efficient, water-efficient, biobased, environmentally preferable, non-ozone depleting, contain recycled content and are non-toxic or less-toxic alternative. The Environmental Protection Agency (EPA), Department of Energy and Department of Agriculture designate the products the federal government considers to be "green" for the purpose of procurement. GSA's "Green Products Compilation" compiles these categories of designated green products; you can find this information at [www.gsa.gov/portal/content/198257](http://www.gsa.gov/portal/content/198257).



GSA uses symbols to identify environmentally sustainable products on GSAAdvantage!®

Customers using GSAAdvantage!® can easily find products that meet their sustainability requirements by searching for products with these symbols. Your role in this process is to accurately identify the environmental products you offer in GSAAdvantage!®. Accurate identification of environmental products is a contract requirement, but it is also a marketing opportunity since the environmental symbols in GSAAdvantage!® are how

agencies identify products meeting their environmental requirements. If you do not accurately identify environmental products, you may lose potential sales to competitors who do.

You may need certification for certain environmental products you identify in *GSA Advantage!*®. Depending on the type of environmental symbol, certification may take the form of a manufacturer's declaration, an independent audit organization's certification or some other form of testing and inspection.

### ▶ NOTE:

Look to Clause 552.238-72 for more information regarding accurate identification of environmental products in *GSA Advantage!*®.

## The Trade Agreements Act (TAA)

Understanding the Trade Agreements Act (TAA) is an important part of caring for your contract. It is incorporated in all GSA MAS contracts under FAR Clause 52.225-5, Trade Agreements. When you signed your contract, you certified that all end products offered on your contract comply with the terms of FAR 25.4, Trade Agreements. This clause applies to all of the products on your contract, whether you offer one product or 10,000. The TAA applies to services, too.

The Trade Agreements Act (TAA) clause requires that you may provide only items produced or "substantially transformed" in countries that have signed a trade agreement with the United States, or met certain other criteria. In order to comply with the TAA clause, you need to know where all of your contract items are produced or "substantially transformed" and compare that information to the "designated country" list in the FAR (25.003). If a contract item is produced or "substantially transformed" in a country listed as a "designated country," your company may provide it, but if your product originates in a country not appearing on the "designated country" list, then your company may not provide it under your MAS contract.

If your company is the manufacturer of the offered products, you can learn where your contract items are produced or "substantially transformed" from your production management office. If you are a reseller for the products, you will need to obtain this information from the Original Equipment Manufacturer (OEM). As the contract administrator, you should maintain a list of suppliers and provider points. Your purchasing people may already

have this information, so check with them first. Keep in mind that your company is responsible for ensuring that products provided by your suppliers are TAA-compliant.

Once you know where the products originate, you should develop a procedure for regularly reviewing the sourcing information, as well as a system for maintaining and tracking the data. Also, you should include the need to review the TAA clause in FAR 25 for any changes to designated countries. It is a good idea to document your procedures, step by step, making sure to include who is responsible for each step and how frequently the reviews are taking place. For tracking purposes, you should have a "database" or files where you can track the source of each and every product on your contract. If you find any products that are not TAA-compliant, you should immediately notify your PCO and request a modification to remove those products from your contract. As a part of your Contractor Assistance Visit, the IOA will review your system/procedure to evaluate whether an adequate process has been established to meet your TAA requirements.

As noted above, if you provide services under your MAS contract, the TAA still applies. For services, we look to make sure your company was established in the US or a designated country.

TAA compliance is a very important issue under your GSA contract. Make sure you understand what you have committed to do regarding the TAA, and that you can demonstrate compliance. If you don't understand, be sure to ask.

## Subcontracting Plans and the Electronic Subcontracting Reporting System

The Small Business Subcontracting Program is intended to aid small businesses in obtaining procurement dollars from the government by encouraging large businesses with government contracts to subcontract with small businesses. In accordance with Public Law 95-507, this program requires large businesses that are awarded a contract with an estimated value of \$650,000 (or more) to have a small-business-subcontracting plan that provides for the maximum utilization of small-business concerns. The plan does this by establishing goals for subcontracting with Small Businesses, Small Disadvantaged Businesses, Women-Owned Small Businesses, HUBZone Small Businesses, Veteran-Owned Small Businesses and Service-Disabled-Veteran-Owned Small Businesses.

If you are a small business, your contract will not include a plan. If you are a large business and your contract includes a plan, it will be either a "Commercial" or an "Individual" Plan. A "Commercial" Plan covers your company's fiscal year and applies to the entire production of commercial items sold by the company. You must negotiate a new Commercial Plan with GSA every year. An "Individual" Plan covers the entire contract period (usually five years and can include option periods), applies only to your GSA MAS contract and has goals that are based on your planned subcontracting specifically in support of your GSA contract.

You must report progress towards meeting the subcontracting goals in your plan via the Electronic Subcontracting Reporting System (eSRS) at [www.esrs.gov](http://www.esrs.gov). The eSRS is the governmentwide, internet-based reporting system for the small-business subcontracting program. This system replaced the Standard Forms 294 and 295; therefore, GSA will no longer accept hard copies of those forms. The federal government and Department of Defense (DoD) began using eSRS for small-business subcontract reporting on October 28, 2005. All DoD organizations handling unclassified contracts began using eSRS in October 2008.

If your contract includes a "Commercial" Plan, you are required to file a Summary Subcontracting Report (SSR), formerly Standard Form 295, once per year. The SSR collects data covering all subcontract dollars that your company awarded as a result of its entire commercial and government business during the government's fiscal year of October 1 through September 30. You must submit the SSR by October 30 via the eSRS.

If your contract includes an Individual Plan, you are required to file a SSR once per year, and an Individual Subcontract Report (ISR), formerly Standard Form 294, twice per year. The ISR collects data covering all subcontract dollars that your company awarded in support of your GSA MAS contract since the contract began. You must submit the ISR via the eSRS and within 30 days of the end of the March 31 and September 30 reporting periods.

When filing your eSRS reports, remember to include the e-mail address of your responsible government Contracting Officer or government official in the appropriate field of the report. For detailed instructions on filing SSRs and ISRs, please see "Contractor User Guide and Training Materials" at [www.esrs.gov](http://www.esrs.gov). You should submit technical questions to the eSRS helpdesk online and substantive policy-related questions to your responsible Contracting Officer.

Go to the Vendor Support Center at <https://vsc.gsa.gov> and click on "Contract Administration." Select "Electronic Subcontracting Reporting System" from the dropdown box for instructions to file electronically.

### ▶ NOTE:

Subcontracting reporting timeliness and good faith efforts are now documented in your past performance via Contractor Performance Assessment Reporting System (CPARS) at [www.cpars.gov](http://www.cpars.gov)



## Step Three

# Keeping Your Contract Current

Your GSA contract will be the most successful if you keep it up-to-date and work with your Procurement Contracting Officer (PCO) to delete obsolete items and add new ones. You should continually fine-tune your contract price list to maximize its potential. Make sure all of your items and services are under contract for customers' easy access (or at least as many items and services as possible). When a modification is necessary, including modifications to update phone numbers, names, e-mail addresses, titles, model names and numbers, etc., start by contacting your PCO, who will guide you through the procedure for modifying and updating your contract.

You should maintain a contract file and keep it up to date. At a minimum, your contract file should contain the original contract, its terms and conditions, all modifications, the price lists (including those previously approved), systems passwords and all correspondence with GSA. A well-maintained contract file is essential to administering your contract and will assist your company if there is a change in contract administration personnel. This contract file will also be very useful when an IOA comes out to visit your company, because you will have all of your contract documentation on hand and readily accessible for his or her review. It is also a report card requirement to have all your contract documentation. Keeping everything together in a contract file can save a lot of time and headache!

### TIP:

#### Have you updated your contract lately?

Remember that you should consistently be reviewing your price list (products/services offered, pricing, terms and conditions) to ensure that your GSA contract still works for your company and the government market. By keeping your contract current with modifications you will be better prepared for potential opportunities.

## eMod

eMod is an online contract modification request tool that allows you, the GSA MAS contract holder, to make paperless modification requests directly to GSA. You can make several types of general modification requests from eMod:

- Add or delete Special Item Numbers (SINs)
- Add or delete goods and services
- Issue price reductions
- Make Economic Price Adjustments
- Administrative changes

The advantages of using eMod are:

- Electronic process reduces delivery costs and delays
- Digital certificates ensure the integrity of your proprietary data
- User-friendly screens lead you through the submittal process
- Internet-based technology facilitates your team's collaboration on proposal preparation
- Electronic signature creates an electronic contract modification for fast retrieval

For more information on eMod, visit [www.eoffer.gsa.gov](http://www.eoffer.gsa.gov) or send questions via e-mail to [eoffer@gsa.gov](mailto:eoffer@gsa.gov).

## Digital Certificates

You must have an "ACES Level 3 Business Identity Certificate" (digital certificate) in order to use eMod and eOffer. A digital certificate is an electronic credential that verifies who you are, confirms you are an authorized negotiator for your MAS contract and creates a digital signature, which allows you to electronically sign your company's MAS contract and modification documents. Only the digital certificate providers expressly authorized by GSA can issue you a digital certificate. GSA currently authorizes the following Industry Partners to issue digital certificates:

- IdenTrust ([www.identrust.com/gsa/index.html](http://www.identrust.com/gsa/index.html))
- Operational Research Consultants (ORC) (<http://aces.orc.com>)

## Administrative Changes to Your Contract

Central Contractor Registration (CCR) is the primary contractor database for the U.S. Federal Government. CCR collects, validates, stores and disseminates data in support of agency acquisition missions.

Both current and potential government contractors are required to register in CCR in order to be awarded contracts by the government. Contractors are required to complete a one-time registration to provide basic information relevant to procurement and financial transactions. Contractors must update or renew registration annually to maintain an active status, and should update their registration any time there are changes.

CCR validates the contractor's information and electronically shares the secure and encrypted data with the federal agencies' finance offices to facilitate paperless payments through electronic funds transfer. Additionally, CCR shares the data with government-procurement and electronic business systems. Keep in mind that up-to-date CCR information will facilitate the payment process.

Any information provided in your registration may be shared with authorized government offices. If your company's information in CCR is not accurate, it will be difficult to market your GSA contract to the federal government. However, registration in CCR does not guarantee business with the government. For more information on the CCR and its registration process, go to [www.ccr.gov](http://www.ccr.gov).

If you access CCR and are directed to the Acquisition Central website, don't worry; this is one of the government's newer websites that will consolidate data from other websites that you have to manage. For more information go to [www.acquisition.gov](http://www.acquisition.gov).

### NOTE:

Regular maintenance of your Dun and Bradstreet (D&B) and CCR information is extremely important. Be sure to check it every 30 days, especially if you have recently moved or plan to move. Additionally, be sure that your company's information in *GSA Advantage!*<sup>®</sup> and eLibrary is up to date and consistent with that in CCR and D&B.

In addition to maintaining current information in CCR, please contact your ACO and PCO if your company's administrative point of contact or address changes.

## Company Name Changes and Novations

If your company is changing its name, it will need to execute a Name Change Agreement with GSA. If another company is acquiring yours, the new company may need to execute a Novation Agreement with GSA before it is recognized as the MAS contract holder. Notify your PCO immediately if your company is changing its name or being purchased, so the PCO can guide you through the necessary steps and direct you to the required paperwork.

### NOTE:

Look to FAR Part 42.12 for the required Change of Name and Novation Agreement documentation.



## Price Adjustments and Adding New Items

To adjust prices or add new items to your contract, be aware of the requirements of Clauses 552.216-70, Economic Price Adjustment, and 552.243-72, Modifications. These clauses indicate what documentation you need to submit with your request. You will have to negotiate these modifications with your PCO. Check the Economic Price Adjustment Clause in your contract for pricing caps, time limitations and procedures, because they vary by contract.

When requesting price adjustments for products, you may be required to submit:

- A copy of the new commercial catalog/price list
- Relevant invoices, purchase orders, contracts or similar substantiating documents demonstrating that you've sold the items at the new price
- Effective date for commercial customers
- The Most Favored Customer information
- Product testing and results

### ▶ NOTE:

New items or services must fall within the scope of your awarded GSA MAS contract. In order to reduce turnaround times, be sure to send the PCO all required information when requesting additions to your contract. Also, refer to Clause 552.243-72 for more about modifications to your contract and the information needed to process a modification.

For price adjustments on services, you will need to submit:

- A copy of the new commercial catalog/price list
- Relevant invoices, purchase orders, contracts or similar substantiating documents demonstrating that you've sold the services at the new price
- New labor categories (including definitions and qualifications)
- The Most Favored Customer information

## When GSA Requests Changes (Mass Mods)

GSA periodically refreshes the terms and conditions of its Schedule solicitations. Clauses may be updated, added or deleted. When a Schedule refresh happens, GSA will initiate a "Mass Modification" (Mass Mod) to all Schedule contact holders. GSA may issue several Mass Mods during the term of your contract, and it is mandatory that you take action on each of these Mass Mods.

GSA will notify you via email when it issues a Mass Mod. This email has a hyperlink to the Mass Modification's webpage and a unique "PIN" that allows you to access and take action on the Modification. The Mass Mod webpage contains detailed information that explains the background, purpose and effect of the modification. At the conclusion of the Mass Mod process, the site will prompt you to enter your PIN and other verification information to accept or decline the modification. Once you execute the modification, GSA automatically sends you and your Contracting Officers a confirmation email with an attached SF30.

### ▶ NOTE:

You should contact your ACO with any questions pertaining to the Mass Mod and PINs.

GSA may also exercise its option to renew your contract and may ask you for information to determine if exercising your option remains in the government's best interest. Read all documentation from the PCO and comply with any specified timing requests. Don't hesitate to contact the person requesting the modification if you have any questions or require clarification

## Canceling Your Contract

You and the government both have the unilateral right to cancel your contract with 30 days written notice. There are several reasons why the government may choose to cancel a contract. Some of these are:

- Violations of contract terms and conditions
- Non-compliance with contract deliverables (e.g., failure to report sales, repeated late reporting of sales, failure to remit IFF, failure to keep the price list current, failure to load the price list to GSAAAdvantage®, failure to submit required eSRS filings)
- The government no longer has a need for the products and/or services offered
- Low annual sales (maintaining the contract is not profitable to you or GSA)

You may choose to cancel your contract for numerous reasons. Some of these are:

- Change in corporate structure (company bought or sold)
- Change in business direction
- Low annual sales (maintaining the contract is not profitable to your company)



### ▶ NOTE:

Review Clause 552.238-73 for more information about contract cancellation.





## Step Four

# Marketing Your Business

GSA wants you to be a successful Industry Partner. Just as you market your commercial business, you need to market your business to government customers. Your marketing program should include steps to define, promote and distribute your approved product/service information, and to maintain a relationship with your customers – all while complying with your GSA contract terms and conditions. Good marketing efforts will identify government customers, get their attention and motivate them to buy from you. Here are some helpful suggestions.

### Eligible Organizations to Use GSA Sources of Supplies and Services

If you are looking for additional information on customers who can use GSA MAS contracts, check the list of authorized users (GSA Order ADM 4800.2G) by visiting [www.gsa.gov/portal/content/104212](http://www.gsa.gov/portal/content/104212).

### Maximize Your Internet Presence

You can maximize your Internet presence simply by adding your company website address on the front of your approved contract price list. Make sure you provide the correct Internet address that directs the customer to your GSA contract information.

If your company already has a website established, consider providing direct links to your homepage through GSAAdvantage!®. Some restrictions apply, but this is an excellent way to avoid duplication of effort and “wow” your customers with all the products and/or services you offer. It’s your contract; make the most of it.

### What is GSAAdvantage!®?

GSAAdvantage!®, located at [www.gsaadvantage.gov](http://www.gsaadvantage.gov), is the federal government’s premier online catalog, information and ordering system that provides federal customers with the ability to quickly search, compare and

order those products and services that best meet their needs. GSAAdvantage!® is known as a reliable, proven one-stop resource for federal employees. It allows government customers to educate themselves about your company and approved products and/or services. It offers the most comprehensive selection of products and services from GSA contracts. Inclusion of your products and services on GSAAdvantage!® provides greater market exposure and increases the potential for greater sales to federal agencies and activities worldwide.

You should note that participation in GSAAdvantage!® is mandatory. Look to Clause I-FSS-597 for more details. Keep in mind that each time your contract is modified, you must update your GSAAdvantage!® file. This also includes changes in Points of Contact within your company. It is your responsibility to keep GSAAdvantage!® information current, accurate and complete to help federal customers find the products and services they need.

Learn more about GSAAdvantage!® by visiting the VSC website at <https://vsc.gsa.gov>. Free online training is available.

### The Benefits of GSAAdvantage!®

More than one million customers use GSAAdvantage!® each week to search out sources, perform market research and place orders. Customers ordering through GSAAdvantage!® will provide you with a governmentwide GSA SmartPay®2 purchase card, and they can also provide an Agency Activity Address Code (AAC) or a Department of Defense Activity Address Code (DODAAC). Procurement officials utilizing GSAAdvantage!® currently place more than 30,000 orders per week. Therefore, it is very important that you have a presence on GSAAdvantage!®. The faster your approved price list is loaded into GSAAdvantage!®, the more rapidly you will become visible to GSA’s customers.

Government agencies use GSAAdvantage!® to:

- Search for items using keywords, part numbers, supplier names, contract numbers, etc.
- Research potential contractors through their posted websites
- Compare features, prices and delivery options
- Configure products and add accessories

- Place orders directly online or through eBuy (another benefit of GSAAdvantage!®)
- Review and choose delivery options
- Select a convenient payment method
- View history, track status, re-order or cancel orders
- Meet agency environmental (“green”) procurement goals

Contractors use GSAAdvantage!® for:

- Visibility of MAS-awarded products/services to the federal marketplace
- Availability to sell directly to the federal marketplace
- Qualification to receive MAS eBuy quotes and proposals
- Researching potential teaming partners
- Identifying and promoting their environmental products

When conducting market research, you may find it useful to get information about GSAAdvantage!® sales. You can do this at the following link: [www.asap.gsa.gov](http://www.asap.gsa.gov). Alternately, you can find this at the Vendor Support Center website under Business Opportunities > ASAP.

### What is eBuy?

eBuy ([www.ebuy.gsa.gov](http://www.ebuy.gsa.gov)) is GSA’s online Request for Quotes (RFQ) solution for MAS-awarded products and services. It is available only to registered MAS and Governmentwide Acquisition Contract (GWAC) contractors. It facilitates the request for, and submission of, quotes for a wide range of commercial services and products offered by sellers who are on GSAAdvantage!®.

eBuy allows customer agencies to maximize their buying power by bringing the contractor and the purchasing customer together. Your registration on GSAAdvantage!® will simultaneously register your designated Contract Administrator on eBuy. If you have a MAS contract and currently have your catalog on GSAAdvantage!®, simply log in! Once logged in, you may select the categories for which you want to receive RFQ notices.

You can review additional information and guidance on our eBuy system by visiting the <https://vsc.gsa.gov> website, clicking on “Business Opportunities” and selecting “eBuy.”



## The Benefits of eBuy

eBuy provides a wealth of benefits, including:

- Maximizing the opportunity to participate by notifying you of new government RFQs for your specific MAS-awarded products and/or services
- Saving you money by reducing the cost of finding government business opportunities, decreasing lead-times and costs when submitting quotes
- Allowing government buyers and MAS contractors to communicate requirements and quotes via the Internet.
- Helping contractors establish new business relationships as new opportunities are discovered
- Improving efficiency by streamlining the acquisition process
- Increasing sales potential by making you more aware of new business opportunities
- Providing valuable information on the federal marketplace, allowing you to expand your customer base
- Saving you time because business opportunities are sent directly to you via e-mail, and quotes can be sent electronically

## How Does eBuy Work?

The eBuy system is used by an ordering agency to prepare and post an RFQ for specific products, services or a combination thereof for a certain period of time. The customer selects various MAS contractors to receive the RFQ. Each selected vendor will receive e-mail notification that an RFQ has been posted and a quote is requested. It may take some time for the generated e-mail to get to you, so make sure you check your *GSA Advantage!*® account every day. (You may be missing a valuable opportunity if you don't!) Those contractors not specifically chosen by the requesting agency to receive the RFQ can still view it on eBuy and can submit a quote if they qualify, i.e., they have the contract Special Item Number (SIN).

Each RFQ is assigned a category or SIN by the ordering agency. Some examples of the categories/SINs are office supplies/paper, consulting services, snow maintenance equipment, temporary help and services/clerical. The SIN designation and the ordering agency determine which contractors will receive e-mail notices. Each notice may be sent to all or any number of contractors within the SIN. Contractors wanting to quote must do so at the eBuy

website. Once the RFQ has closed, the ordering agency may then accept the quote(s) that represents the “best value” and issue an order to the contractor whose quote was accepted. Since response times are short, checking your account daily is imperative.

One thing to keep in mind about eBuy: it can be a very powerful tool to building up a list of potential customers. Even if you cannot fulfill a particular RFQ, that RFQ may contain the contact information of a potential customer. Make a note of the information contained in the RFQ, because you may be able to use it to market directly to the person who issued that request!

Now you see why it is vitally important to keep your price list current and properly posted on *GSA Advantage!*®. Ordering agencies are turning more and more to *GSA Advantage!*® and eBuy for their procurement needs. You do not want to be left behind!



## Find Government Customers with Market Research

Market research is a powerful tool used in finding out who is buying, and what, when and why they are buying. Identifying and gathering information about your target government customer will be a major step toward achieving or increasing your government sales. Good, current customer contact information is the heart of any successful marketing and sales program. You will find an incredible amount of information available on the Internet and government agency home pages once you begin researching.

Start your market research by following these steps (Note: This list is illustrative only and does not include all the resources available for market data research.):

**A.** Review [www.gsa.gov/portal/content/104212](http://www.gsa.gov/portal/content/104212) – GSA Order ADM 4800.2G, Eligibility to use GSA sources of supply and services – which provides detailed information regarding those agencies, activities and organizations determined eligible to use GSA MAS contracts. The GSA order also provides definitive guidelines concerning eligibility requirements and limitations for a variety of other GSA sources of supply and services.

**B.** Explore [www.usa.gov](http://www.usa.gov), as it is the U.S. government official web portal offering chat, blogs and direct links to government agencies, news and features.

**C.** Register on [www.fedbizopps.gov](http://www.fedbizopps.gov). This is the U.S. Government's virtual marketplace for federal government procurement opportunities that exceed \$25,000. By signing up for this free service, you automatically receive procurement information and position yourself to react more quickly to procurement opportunities.

**D.** See multiple agencies recurring Procurement Forecasts at: [www.acquisition.gov/comp/procurement\\_forecasts](http://www.acquisition.gov/comp/procurement_forecasts). There may be potential sales opportunities for your company.

**E.** Visit the Federal Acquisition Jump Station on <http://prod.nais.nasa.gov/pub/fedproc/home.html>.

It provides websites with federal procurement information broken down by agency for multiple departments of the executive branch and their independent agencies.

**F.** Use Federal Procurement Data Systems – Next Generation (FPDS-NG) – to identify who bought what, from whom, for how much, when and where. The site contains both simple and advanced searches and different reports that you may find useful. Find it at [https://www.fpds.gov/fpdsng\\_cms/](https://www.fpds.gov/fpdsng_cms/).

**G.** Research the Defense Logistics Agency (DLA) procurements at [www.dla.mil](http://www.dla.mil) and DIBBS at <https://www.dibbs.bsm.dla.mil/>. (These are agency-specific portals.)

**H.** Utilize the Department of Defense (DoD) Procurement Technical Assistance Centers (PTACs) as a local resource. They can provide assistance to business firms in marketing products and services to the federal, state and local governments at no or nominal cost. Get more information and locate one in your area by visiting [www.aptac-us.org](http://www.aptac-us.org).

**I.** The Navy offers <https://www.neco.navy.mil> as an eCommerce online tool. It provides drill-down-type “business opportunities” links.

**J.** Always consider military installations as potential sales opportunities. For more information, visit [www.defenselink.mil/faq/pis/sites.html](http://www.defenselink.mil/faq/pis/sites.html).

### TIP:

Narrow your search by region, state and location.

**K.** GSA Marketing Partnership: The GSA Marketing Partnership is a service offered by the Office of Marketing to help strengthen the success of GSA MAS contractors in building identification and increasing sales. This partnership provides news and information about program enhancements, shows, expositions and various other marketing opportunities. Visit the website at [www.gsa.gov/market2feds](http://www.gsa.gov/market2feds).

**L.** Remember, your local phone book contains “blue pages,” which list U.S. government office information.

**M.** If you are a small business, GSA's Office of Small Business Utilization may be able to provide more assistance. They are advocates for Small, Small Disadvantaged, Veteran, Service-Disabled Veteran-Owned, HUBZone, and Women Business Owners. Their mission is to promote increased access for small businesses to GSA's nationwide procurement opportunities. Find out more information at [www.gsa.gov/aboutosbu](http://www.gsa.gov/aboutosbu).

**N.** If you ever need help convincing a customer to use your GSA contract, our Customer Service Directors (CSDs) may be of assistance. They host seminars and contact various agencies to educate them about the MAS program. Visit the website at [www.gsa.gov/csd](http://www.gsa.gov/csd).



## Promote Your Identity as a MAS Contractor

Use the GSA star mark logo, available at [www.gsa.gov/logos](http://www.gsa.gov/logos).

As a current GSA MAS contractor, you are entitled to use GSA logos in your advertising. Placing these identifiers in your printed and online communications promotes your position as a MAS contract holder. The GSA star mark is a registered mark with the U.S. Patent and Trademark Office, and other provisions apply. These logos include the GSA star mark along with an identifier, namely the words "Schedule," "Contract Holder," or "GSAAdvantage!®."

### ▶ NOTE:

Aside from the limited exception to link a web page directly to the GSA portal, you are not permitted to use the GSA star mark without an identifier. You should note that only GSA MAS holders registered on GSAAdvantage!® may display the GSAAdvantage!® logo.

Use of GSA logos does not eliminate the requirements of the General Services Administration Acquisition Manual (GSAM) clause 552.203-71, Restrictions on Advertising. Appropriate use of these logos in advertisements directed to federal government contract use is acceptable, provided that the advertisement does not state or imply that the product or service is endorsed or preferred by the government.



## Government Advertising Opportunities

Numerous publications are read by government employees every day. These include commercial publications that may offer excellent opportunities to market your products and services to a particular market. Find the appropriate publications for your industry, and consider advertising. Many are industry-specific publications. Conduct thorough research, check out the circulation figures and give special consideration to the number of government readers the publication has.

### ▶ TIP:

**What if the job is bigger or broader than you can handle?**

Consider teaming to propose a total solution

## GSA MAS Contractor Team Arrangement (CTA)

A Contractor Team Arrangement (CTA) allows two or more GSA MAS contractors to work together in order to meet agency requirements. This agreement permits contractors to complement each other and allows the team to compete for orders they might not qualify for independently. CTAs can apply to several services within the same MAS or can be combined across two or more Schedules. Customers benefit from a CTA by obtaining a total solution, rather than making separate buys from two or more contractors.

Under GSA MAS CTAs, each contractor has privity of contract with the government, since each holds its own GSA MAS contract. Each contractor can serve as the team leader and/or interact directly with the government. Each contractor uses his or her awarded contract prices for services and products already on contract. These prices have already been negotiated and determined fair and reasonable. Total solutions can be put together quickly and easily under GSA CTAs using your MAS contract. This arrangement also facilitates improved pricing for "best value" quotes and quantity buys.

We suggest that any arrangements between teaming partners be put in writing to prevent any misunderstandings. At a minimum, the CTA should clearly identify the MAS contractor team members, services and products that each team member will be responsible for supplying, price/discount of each line item and the applicable GSA contract numbers. Each team member will be responsible for reporting his or her sales and submitting the appropriate portion of the Industrial Funding Fee (IFF) against the MAS contract.

Invoicing, payment, warranty and reporting remittances are areas that should be addressed in a CTA. Many times, agencies will want to receive a single invoice that cites the lead MAS contract. It is a good idea for each teaming partner to annotate his or her own MAS contract number on all invoices submitted to the CTA lead contract holder.

Note that your IOA will check to see if your CTA is in writing and addresses all the pertinent information outlined above when they conduct the CAV.

For more information on CTAs, please visit [www.gsa.gov/contractorteamarrangements](http://www.gsa.gov/contractorteamarrangements).

## Benefits of a GSA MAS CTA

Among its many benefits, a CTA:

- Satisfies the customer with a single solution
- Increases the competitive edge
- Provides complementary capabilities
- Focuses on core capabilities
- Offers additional opportunities with customers
- Integrates different skills
- Builds direct relationships with customers
- Shares risks and rewards
- Maximizes use of one or more MAS solution
- Increases market share
- Allows increased small-business participation
- Expands visibility
- Enhances contractor images
- Helps increase a partnership within MAS contractors

### ▶ NOTE:

To find other GSA contractors who may want to team, please visit eLibrary at [www.gsaelibrary.gsa.gov](http://www.gsaelibrary.gsa.gov). Optimally, look for contractors who provide products and/or services that enhance or complement your specialty.



## Step Five

# Working with Government Agencies

Listed below are a few things you will want to keep in mind when selling to federal agencies.

- You are obligated to accept orders below the maximum-order threshold from all executive agencies. Note that the maximum-order threshold is identified in each MAS contract. This threshold is not a ceiling. You can accept orders above this level; however, agencies expect a price break for large-volume buys.

## ▶ NOTE:

Look to Clause 52.216-19 for more information on maximum orders.

- You are not obligated to accept orders below the maximum-order threshold from agencies outside of the executive branch, although you are encouraged to do so. If you receive these orders and wish to refuse them, return the order within 24 hours if purchase was made with a purchase card, or within five days if it was not.
- You are obligated to accept purchase-card orders up to \$3,000 (commonly referred to as the micro-purchase threshold). We also encourage you to accept purchase-card orders for amounts higher than \$3,000. When you accept purchase-card orders for any amount, you may not process the transaction for payment until you have shipped the goods or performed the services.

## ▶ NOTE:

Purchase-card orders are considered GSA MAS sales unless otherwise specified by the customer.

- To be more competitive for a particular sale, or to win a Blanket Purchase Agreement (BPA), contractors are able to offer one-time, spot discounts from established MAS contract prices. MAS contractors can give one ordering agency a discount without passing the discount

on to the entire federal government. In essence, this provision allows the contractor to offer – and the government to take advantage of – spot pricing in the commercial market.

- At the same time, MAS contractors can be more competitive by offering higher discounts to a single ordering agency without offering the same higher discounts to all authorized users. This method allows contractors to react immediately to the commercial marketplace, move inventory and respond to technological advancements.
- Remember, if, in your commercial business, you reduce a price for your “Basis of Award” customer (the customer/class of customer who serves as the basis for your GSA pricing), you must contact your PCO to extend that same price reduction for your GSA price list. Good, internal price reduction management on your part can save you many headaches during the life of your GSA contract! It is very important to know who your Basis of Award customer/class of customer is; not only is this information important to maintaining the price discount relationship between the Basis of Award customer and GSA, it is also a critical category on your CAV report card. Each contractor has a different Basis of Award customer; generally, that customer is identified in the Final Proposal Revision letter you sent to GSA, or in SF 1449.

## ▶ NOTE:

See the Price Reduction Clause of your contract for further details.

## ▶ TIP:

When selling your products/services to the eligible buyers it is in your best interest to understand your GSA:

- Approved Price List
- Approved Terms and Conditions
- Basis of Award Relationship
- Price Reductions Clause

## Behind the Procurement Process

Currently, the government has multiple rules and regulations that they must follow for any type of procurement; these are all found in the Federal Acquisition Regulations (FAR). Agencies that opt to utilize your MAS contract will follow the rules and regulations of FAR Subpart 8.4. This subpart of the FAR

is specifically used to purchase supplies and services on approved MAS contract price lists. This is one of the reasons why it is so important to clearly declare on your quotes what items are on your MAS contract and which items are not. If you decide to provide a quote with both MAS items and non-MAS items (open market items) the ordering agency will need to use additional regulations to determine “best value” and “fair market” pricing as described in FAR Subpart 2.101.

## ▶ NOTE:

We have provided the below information as a reference for your continued learning with regard to understanding procurement regulations.

Acquisition Central at [www.acquisition.gov](http://www.acquisition.gov) will allow you access to shared systems and tools to help you conduct business efficiently.

The FAR can be accessed online at:

<https://www.acquisition.gov/far/index.html>

Defense Federal Acquisition Regulation Supplement (DFARS) and Procedures, Guidance and Information (PGI) is available at DFARS’s website:

[www.acq.osd.mil/dpap/dars/dfars/html/current/tochtml.htm](http://www.acq.osd.mil/dpap/dars/dfars/html/current/tochtml.htm)

It is a supplement to the FAR that provides DoD-specific acquisition regulations.

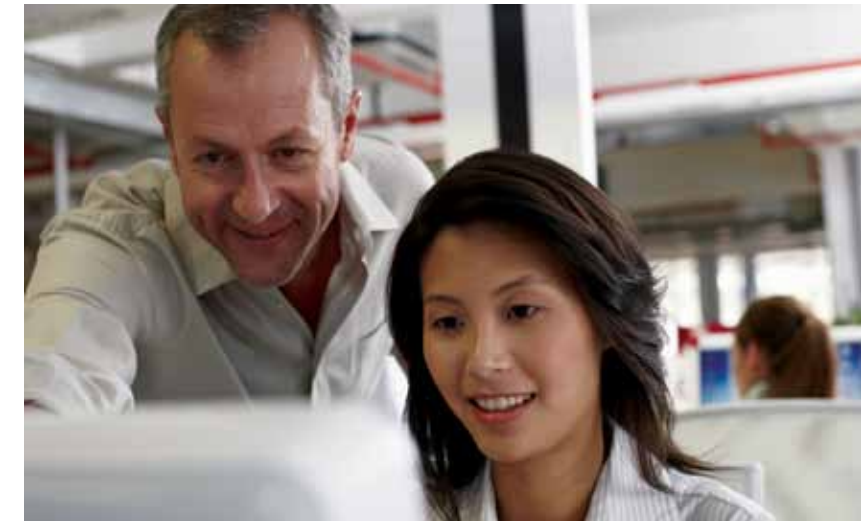
## Blanket Purchase Agreements (BPAs)

Blanket Purchase Agreements (BPAs) are effectively charge accounts that are established by ordering activities with one or more Schedule contract holders. A BPA is used when a government customer needs or anticipates the need to make repeat purchases of the same products and services and wishes to avoid issuing a new RFQ every time the need arises.

BPAs allow the customer to consider long-term volume sales, while permitting the negotiation of additional discounts. A BPA saves you and the government customer administration costs and reduces the paperwork involved in issuing individual orders. In some situations, multiple BPAs are awarded for similar products or services – when an opportunity arises, those BPA holders are allowed to compete against each other for the procurement.

While it is not a requirement, you may want to consider offering an additional discount from your MAS pricing when agencies are purchasing goods or services through

a BPA. Keep in mind, however, that the pricing for items and services on a BPA awarded under your MAS contract can never exceed the approved GSA pricing for those items and services.



## How Do I Get Paid?

Payment on a MAS contract is similar to that of your commercial invoicing practices but will largely depend upon the terms of your actual task order or Blanket Purchase Agreement (BPA).

When your contract was established, you were required to register in the CCR system. Your registration must be updated annually, prior to your contract anniversary date. If your registration is not current, your payments could be delayed. Your CCR registration is valid for one year. Note that you can find more detailed information about CCR in Step Three of this brochure.

Whether your order was with the DoD or a civilian agency, a fast way to get paid is to ask the customer agency to make payment by purchase card. While you will pay a transaction fee to the bank, you will avoid invoicing costs and the efforts of possibly chasing the payment. Keep in mind that prompt payment discount terms do not apply to payments made by governmentwide commercial purchase card.

## ▶ NOTE:

For additional information on submitting invoices and getting paid, review GSAR Clauses 552.232-74, Invoice Payments (Sept. 1999) and 552.232-77, Payment by Government Commercial Purchase Card (March 2000). (Alternate I, March 2000.)

## Establishing a Merchant Account for the Governmentwide Commercial Purchase Card

The governmentwide commercial purchase card, "GSA SmartPay® 2," may be either Visa® or MasterCard®. These purchase cards can be recognized by the first four digits. Visa cards will begin with 4486, 4614 or 4716, while MasterCard cards will begin with 5568 or 5565.

It is required that you accept the governmentwide commercial purchase card for all purchases up to \$3,000. You also have the option of accepting purchase cards at higher dollar values.

That stated, the benefit of accepting the governmentwide commercial purchase card is a greater assurance that you will get paid promptly! If you currently accept Visa® or MasterCard®, there is nothing more to do. If you currently do not accept these, you need to set up a "Merchant Account." A Merchant Account is an agreement between your business and a merchant processor that enables you to accept credit card payments from your customers. If you are setting up a new merchant account, you may be required to pay an application fee. Merchant account costs depend on several things such as:

- The type of business and product or service sold
- The credit worthiness of the applicant
- How business is transacted (number, type and size of transactions)

Depending on these factors, you can expect to pay Merchant Account fees, which typically range between one and four percent per transaction. New businesses may also be required to pay a one-time setup fee to process your application. Additional monthly fees for your Merchant Account may include a monthly statement fee (up to \$15) and sometimes a minimum assessment of transaction fees to be billed to your account each month (up to \$25). The Merchant Account enables you to process credit card transactions only. You will need a vehicle to move the customer's credit card information to the processor, which might be a telephone, credit card terminal or virtual terminal integrated with your website. Shop around! Bank transaction fees will vary from one private sector financial institution to another.

The benefit of accepting the governmentwide commercial purchase card is a greater assurance that you will get paid promptly!



## Step Six

# Getting the Support You Need

## The Vendor Support Center (VSC)

The Vendor Support Center (VSC) is your main portal and source of information for all major topics involving the GSA MAS contracts. The VSC's website can be found at <https://vsc.gsa.gov>. As you have read through this publication you will have noticed that this website was mentioned multiple times. GSA utilizes this website as one of the locations to note: upcoming events, training opportunities, news, publications and the new contractor readiness toolbox, which will walk you through the getting on Schedules process.

A VSC representative can be reached by calling (877) 495-4849 or (703) 605-9992, or contacted via email at [vendor.support@gsa.gov](mailto:vendor.support@gsa.gov).

### NOTE:

At the VSC you can also access the "Contractor Readiness Toolbox" through the "Toolbox" link. The Vendor Toolbox contains training materials that will help you learn more about the federal market, tools that will help you uncover opportunities and links to resources that can assist you in being a successful MAS contractor.

## eLibrary:

### A Valuable Online Information Resource

eLibrary is GSA's official online source for complete MAS information. Information is updated daily to ensure access to the latest MAS and contract award information.

You can update your own information or find out if your competition has a contract, and what's covered under their contract, by using various search options, e.g., MAS contractor's name, contract number, SIN or keyword. This is also a great tool for you to use to find teaming partners when responding to a customer's requirement. eLibrary can be accessed at [www.gsaelibrary.gsa.gov](http://www.gsaelibrary.gsa.gov).

### NOTE:

If you find that your information is not up-to-date, visit [www.gsaelibrary.gsa.gov](http://www.gsaelibrary.gsa.gov) and select "Help" from the bar at the top of the screen, then click on "Contractor Information" on the right side under "Help Topics."

## Educate Your Personnel About Your GSA MAS Contract

Your personnel are particularly important because they are the initial people the government customer will encounter regarding your capabilities and capacity to meet their requirements and needs. All personnel coming into contact with government customers will have an impact on your overall sales success. They play a critical role in making the sale and keeping the customer. They must be appropriately trained and motivated to ensure the success of your GSA contract. At a minimum, they need to know you have a GSA contract in place, identify an eligible government customer, provide accurate information to the customer with regard to your MAS contract and assist the customer in completing the sale appropriately.

GSA offers free training, webinars, online chats, regional seminars and more to assist you with expanding your knowledge and expertise regarding the MAS program. Be sure to sign up for the Pathway to Success and New Contractor Orientation (NCO) training under the "Training" tab available at <https://vsc.gsa.gov>. The Vendor Support Center (VSC) website contains further valuable information, newsletters and more.

## New Contractor Orientation Webcast Training

GSA is committed to helping our MAS contract holders be successful. GSA's Industrial Operations Analysts (IOAs) try to contact every new contractor soon after contract award to discuss contract requirements and ensure that contractor personnel understand what the government expects of them under contract.

We want to make sure you have all the information you need to be a successful MAS contractor. In support of this effort, we periodically offer "New Contractor Orientation" seminars throughout the country. These seminars assist GSA with getting information to you and provide face-to-face interaction among groups of contractors and presenters. And the benefits don't stop there.

We are very excited about our New Contractor Orientation webcast, which provides further support to you and our other contractors. This online presentation contains critical information on contract requirements and your responsibilities as a GSA contracting partner. Helpful links to various marketing resources are also available to help you on your way. You can access the presentation at any time through our Vendor Support Center (VSC) website at <https://vsc.gsa.gov>. Training via webcast is available 24 hours a day, 365 days a year.

The webcast is not exclusively for use by new contractors. It's the perfect way for veteran contractors in the MAS program to brush up on contract requirements or bring new employees up to speed. It also serves as a quick refresher and resource guide and reference.

Your comments and feedback (provided to us via the survey at the end of the presentation) will prove quite valuable for further implementation and improvement. This is our way of ensuring that the New Contractor Orientation webcast is as informative and useful as possible. We hope that the webcast provides you with useful tools as you navigate your way to success.

GSA's job doesn't end with your contract award; in fact, that's really only the beginning. We are your partners. We're available to you throughout your entire contract period (potentially 20 years!) and will strive to develop a close working relationship. We want to ensure that you have the tools necessary to be a GSA MAS success!

### TIP:

Remember: Your PCO, ACO and IOA are available and ready to provide assistance and guidance throughout the life of contract.

## Other Education Opportunities

The GSA Center for Acquisition Excellence maintains a website designed to provide working knowledge on a vast array of subjects such as: Ordering Procedures, Performance-based Contracting, Blanket Purchase Agreements, Team Arrangements and Best Practices. Check it out at:

<http://interact.gsa.gov/tag/center-acquisition-excellence>.

## Enjoy Your Success

A GSA MAS contract represents a whole lot of work on both our parts. You're on schedule because we believe in you and want you to be our partner and our "face" to the customer. The range of authorized users is vast, and your contract allows you the opportunity to sell to them all. We are dedicated to working with you and helping you achieve great results. We have created this guide in the hope that it will help you become a successful MAS contractor!



# Reference

## Helpful Internet Addresses

ASSIST (Acquisition Streamlining and Standardization Information System)  
<http://assist.daps.dla.mil/>

Central Contractor Registration  
[www.ccr.gov](http://www.ccr.gov)

Dun & Bradstreet  
[www.dnb.com/us/](http://www.dnb.com/us/)

FedBizOpps  
[www.fedbizopps.gov](http://www.fedbizopps.gov)

Federal Acquisition Regulation Home Page  
<https://acquisition.gov/far/index.html>

Federal Agencies Directory (LSU library)  
[www.lib.lsu.edu/gov/](http://www.lib.lsu.edu/gov/)

Federal Computer Week  
[www.fcw.com](http://www.fcw.com)

Federal Procurement Data Center  
[https://www.fpds.gov/fpdsng\\_cms/](https://www.fpds.gov/fpdsng_cms/)

GSA Advantage!<sup>®</sup>  
[www.gsaadvantage.gov](http://www.gsaadvantage.gov)

GSA Expo  
[www.expo.gsa.gov](http://www.expo.gsa.gov)

GSA Home Page  
[www.gsa.gov](http://www.gsa.gov)

GSA Regional Small Business Centers  
[www.gsa.gov/smallbusiness](http://www.gsa.gov/smallbusiness)

GSA eLibrary  
[www.gsaelibrary.gsa.gov](http://www.gsaelibrary.gsa.gov)

GSA SmartPay<sup>®</sup> 2 Purchase Card Program  
<https://www.smartpay.gsa.gov>

GSAM General Services Acquisition Manual  
[www.acquisition.gov/gsam/gsam.html](http://www.acquisition.gov/gsam/gsam.html)

Government Executive Magazine  
[www.govexec.com](http://www.govexec.com)

Militarylife.com  
[www.militarylife.com/](http://www.militarylife.com/)

Online Representation and Certifications  
<http://orca.bpn.gov>

Security Clearances  
[www.dss.mil/GW/ShowBinary/DSS/index.html](http://www.dss.mil/GW/ShowBinary/DSS/index.html)

Small Business Administration  
[www.sba.gov](http://www.sba.gov)

USA Spending  
[www.usaspending.gov](http://www.usaspending.gov)

Vendor Support Center  
<https://vsc.gsa.gov>

72A Quarterly Reporting System  
<https://72a.gsa.gov>

GSA State and Local Programs  
[www.gsa.gov/stateandlocal](http://www.gsa.gov/stateandlocal)

## Frequently Used Acronyms

**AAC**  
Agency Activity Address Code

**ACO**  
Administrative Contracting Officer

**ADR**  
Alternative Disputes Resolution

**BPA**  
Blanket Purchase Agreement

**CAV**  
Contractor Assistance Visit

**CCR**  
Central Contractor Registration

**CTA**  
Contractor Team Arrangement

**D&B**  
Dun and Bradstreet

**DFAS**  
Defense Finance and Accounting Service

**DLA**  
Defense Logistics Agency

**DoD**  
Department of Defense

**DODAAC**  
Department of Defense Activity Address Code

**EFT**  
Electronic Funds Transfer

**eSRS**  
Electronic Subcontracting Reporting System

**FAR**  
Federal Acquisition Regulation

**FPDS-NG**  
Federal Procurement Data Systems – Next Generation

**GSA**  
General Services Administration

**GSAM**  
General Services Administration Acquisition Manual

**GSAR**  
General Services Administration Acquisition Regulation

**GWAC**  
Governmentwide Acquisition Contract

**IFB**  
Invitation for Bid

**IFF**  
Industrial Funding Fee

**IOA**  
Industrial Operations Analyst

**ISR**  
Individual Subcontracting Report

**MAS**  
Multiple Award Schedule

**NCO**  
New Contractor Orientation

**ODC**  
Other Direct Cost

**OEM**  
Original Equipment Manufacturer

**PCO**  
Procurement Contracting Officer

**PTAP**  
Procurement Technical Assistance Program

**RC**  
Report Card

**RFP**  
Request for Proposals

**RFQ**  
Request for Quote

**SIN**  
Special Item Number

**SSR**  
Summary Subcontracting Report

**TAA**  
Trade Agreements Act

**VSC**  
Vendor Support Center



# Notes

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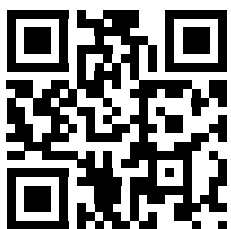
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