



U.S. General Services Administration

▶ Benefits of the Vendor Toolbox

- Contains the Readiness Assessment a mandatory self-evaluation tool to help potential contractors make informed decisions on whether their offerings meet the needs of the federal government
- Self-evaluation helps potential contractors determine their likelihood of success as a schedule contractor
- Helps potential contractors gear the offer to the appropriate schedule and SIN to market their products and services
- Working with acquisition and research tools as part of the pre-offer process leads to better informed and prepared contractors, resulting in satisfied customers
- The Vendor Toolbox contains links to on-line training, vital acquisition portals and tips for success in the federal market

▶ More about the Vendor Toolbox

- Visit the Vendor Toolbox at <http://vsc.gsa.gov>
- Look out for stories in GSA Steps
- Interact blog: interact.gsa.gov/groups/multiple-award-schedules
- For questions about the Vendor Toolbox please email vendortoolbox@gsa.gov



U.S. General Services Administration

Introducing the Vendor Toolbox

Providing tools and resources to help GSA's contractors

"The Vendor Toolbox contains educational tools like the Readiness Assessment that are geared at helping our Industry Partners fully understand what it takes to be a successful MAS Contractor and assess if a GSA schedule is the right business decision for their company."

— *Federal Acquisition Service Commissioner Steven J. Kempf*

Goal

"To help potential contractors determine whether getting a MAS contract is the best decision for their business."

Complete the mandatory Readiness Assessment in the Vendor Toolbox which walks potential contractors through the following steps:

- Research
- Analyze
- Decide



Research

Task 1:

- Complete the mandatory training, Pathways to Success

Task 2:

- Open and begin the mandatory Readiness Assessment

Task 3:

- Identify your North American Industry Classification System (NAICS) Code
- Use the NAICS Code to identify the appropriate GSA Schedule
- Identify the appropriate SIN to list your products and services within your chosen schedule

Analyze

Task 1:

- Assess the Market
- List total number of contracts reporting sales
- List total number of contracts reporting no sales
- Determine total annual reported sales
- Compute average reported sales per contract
- Identify whether the demand for products and services is growing or shrinking

Task 2:

- Assess the Competition
- Identify key competitors on your selected Schedule and SIN(s)
- Analyze competitor offerings
- Analyze pricing
- Identify government customers who are procuring similar products and services

Task 3:

- Assess Bid Opportunities
- Identify bid opportunities
- Review Government agencies long term procurement forecasts

Decide

Do the benefits outweigh the costs?

Complete the mandatory Readiness Assessment and consider the following questions:

- Having analyzed the market, bid opportunities, and cost to win business on one Schedule and SIN in GSA MAS, should you consider using other Schedules or contract vehicles?
- Should you seek opportunities as a subcontractor; rather than a prime to get Government contracting experience?
- Do you need a Schedule contract to pursue future subcontract opportunities?
- Do potential customers you identified use GSA Schedules? If not, can you convince them to use them?
- Do customers favor your products and services over the competition?
- How can you differentiate your company from other competition on the Schedule/SIN(s) where you want to make a proposal?

Next Steps

- Think it Through
- Write a Business Plan
- Get Registered and Certified (DUNS, ORCA, CCR and Past Performance Evaluation)
- Respond to a Solicitation
- Do not waste the precious time while waiting for contract award - use it to develop relationships with potential customers
- Market, Market, Market!

