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This is a comprehensive checklist of actions you must take to succeed in the GSA Marketplace.

*First*, we will cover the Marketing actions for GSA Success.

*Second*, you will learn how to keep your GSA Contract Compliant.

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Make sure to check out our GSA Maintenance Plans to put your GSA Administration on *Autopilot*, freeing you to *Focus* on Business Development.

[Acquisition >>](#)

[Maintenance >>](#)



## GSA Contract - Marketing

✓	TASK	INSTRUCTIONS	LINK
	<b>GSA eBuy: Set-up and learn the system</b>	Are your email notifications configured? Are you receiving all the opportunities posted in your category? Are you checking eBuy for new opportunities on a daily/weekly basis?	
	<b>GSA Advantage (eCommerce)</b>	Does your GSA Advantage page list all of your products offered? Do your descriptions and all other details offer a clear value proposition? Are your prices competitive? Are your other Terms & Conditions competitive (delivery, volume discount, etc)?	
	<b>Up-to-date Offerings (Modifications)</b>	Are your pricing and product/service offerings up-to-date? Do you have new products/services, updated prices, or obsolete items that should be adjusted on your GSA Contract?	
	<b>Capabilities Statement</b>	Do you have a Capabilities Statement built? Is it up-to-date on your capabilities and details? Would you be impressed if you were an outsider? This site has Free Templates and some good instructions.	
	<b>Capture Management Process</b>	Do you have a Capture management process established to (1) qualify and (2) developing a win strategy for federal opportunities?	
	<b>Proposal Writing Process</b>	Do you have a standardized Proposal Writing process? Do you have accountability, tracking, etc. to assure your Proposal Writing is continuously improving?	
	<b>Research SBA Set-Asides</b>	Are there any SBA Designations you can pursue to become more competitive in the Federal Market?	
	<b>Competitive Research</b>	Who is winning in your GSA Categories? Do you know why the winners in your GSA Categories are beating you?	
	<b>Your GSA webpage</b>	Do you have a dedicated page on your website to direct GSA buyers?	



## GSA Contract – Compliance

✓	TASK	INSTRUCTIONS	LINK
	<b>GSA eLibrary (Landing Page)</b>	Is your GSA Library Page Information Accurate? Is your Approved Price List /Catalog File uploaded to GSA Advantage? (Click the link and run a search for your Company Name or Contract Number)	
	<b>SAM Record</b>	Is your SAM Record up-to-date, accurate, and live?	
	<b>GSA Discounting</b>	Do you know and understand your GSA Discounting terms?	
	<b>BOA Compliance</b>	Do you know who your Basis of Award Customer is, and how their pricing relates to your GSA Pricing? Is your Contract under TDR or does the Price Reductions Clause apply?	
	<b>GSA Points of Contact</b>	Do you know who your GSA Contracting Officer is?	
	<b>Sales Tracking</b>	Do you have a system to make this easy when it is time for GSA Sales reporting?	
	<b>Sales Reporting</b>	Do you know how to report your GSA sales to the FAS Reporting System?	
	<b>What is a GSA Sale?</b>	Do you know how and where to report a GSA Sale?	
	<b>Industrial Funding Fee (IFF)</b>	Do you know what the Industrial Funding Fee (IFF) is?	
	<b>Trade Agreement Act &amp; Countries of Origin</b>	The Country of Origin will determine if a product is eligible to be listed on a GSA Contract, especially if you sell products, the	



## GSA Contract – Important Links

<b>GSA eLibrary</b>	GSA eLibrary is an informational website, with the list of SINs under the Multiple Award Schedule Program, as well as all Vendor Landing Pages.	
<b>GSA Advantage</b>	GSA Advantage is the governments go-to eCommerce website. The place to list your products for GSA sale.	
<b>GSA eBuy</b>	GSA eBuy is a bidding website where only GSA Contractors can access opportunities. The place where buyers list GSA opportunities for you to pursue.	
<b>GSA Interact</b>	Interact is the “Social Network” of the GSA world. This is where you can keep up-to-date on news regarding your GSA Contract or any GWACs that the GSA handles. Make sure to sign up.	

## Trusted Vendors

Service	VENDOR	LINK
<b>Proposal Writing</b>	<b>John Wayne Contracts</b> -- JW will teach you how to qualify, apply for, write and bid on and for federal contracts. They offer a free initial consultation & business analysis.	
<b>Capture Planning</b>	<b>Bidspeed</b> -- Web App that helps Businesses win government contracts. 82% of Bidspeed customers have improved their probability of win by 10%.	
<b>Market Research</b>	<b>GovCon Chamber of Commerce</b> -- Amazing information respources for free. Also, learn exactly how to start and build relationships that lead to federal revenue.	
<b>Compliance Support</b>	<b>AXIM</b> -- Properly managing fringe benefits helps government contractors lower overhead and reduce their compliance burden, all while improving contract profitability.	
<b>Marketing (Veterans Affairs)</b>	<b>GoFed</b> -- Get the lay of the land with 1,500 federal facility data points. GoFed's Essential Market Intel provides access to the decision makers / buyers at VA Locations.	

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<b>Federal Sales Strategist</b>	<b>Eileen Kent (The Federal Sales Sherpa)</b> -- Works to research and provide detailed federal sales competitive intelligence and build an action plan based on the findings for your team to execute and win.	
<b>GovCon Training</b>	<b>GovCon Camp</b> – A 6-week training program covering Government Contracting topics. A great resource for SMB's just entering the Federal Market	
<b>SBA Certifications</b>	<b>Janet Carruthers (BizCentral USA)</b> -- Will review your business goals to locate the best certifications for your needs, help organize documentation and prepare the application on your behalf.	
<b>SBA Certifications + GovCon Support</b>	<b>Alpha Services</b> -- Handle 7 federal certifications and also provide procurement information for you to capture prime government contracts.	
<b>Government Affairs</b>	<b>Terrapin Strategy</b> -- Terrapin knows government affairs, has worked on The Hill and in corporate America going above and beyond and getting solid results.	
<b>Branding &amp; Government Affairs</b>	<b>Axiom of Purpose</b> -- Focuses exclusively on branding, marketing and communications strategies designed to ensure you and your audience make that impact together.	
<b>GovCon Lawyer</b>	<b>David Gallacher</b> -- GovCon legal specialist with a wide variety of litigation, administrative and counseling issues related to federal procurement laws.	
<b>Graphic Design</b>	<b>Fiverr.com</b> -- To get help with branding to a Capabilities Statement, Catalog File, or your GSA Landing Page.	
<b>Recruiting</b>	<b>GovCon Recruiting</b> -- Do you need to find a specialist, this top 10 list should get you some good firms to assist you.	
<b>Job Placement (Veterans)</b>	<b>VETS 2 PM</b> -- Access thousands of cleared, credentialed, experienced candidates— Quickly, Easily, and Efficiently.	