

GSA Schedule spending rose from 7 percent to 31 percent of total procurement dollars from 1997 through 2002.

In FY04, GSA Schedule sales exceeded \$31 Billion.

Schedule status is like a stamp of approval that will increase your visibility and credibility

Growth

The federal government has changed the way it does business, particularly through its use of GSA Schedule buying. Rather than bother with full and open competitions, federal agencies are spending more and more of their money through task and delivery orders on government wide contracts -- especially GSA Schedule contracts. Such orders have become the preferred method of government buying.

In fiscal 2002, such orders comprised about 55 percent of contract transactions over \$5 million, according to research firm FSI. GSA Schedule spending rose from 7 percent to 31 percent of total procurement dollars from 1997 through 2002, while full and open competition spending decreased from 57 percent to 41 percent. ("GSA Spending is On the Rise," Federal Computer Week, April 4, 2003.) The reasons for this growth are reflected in the benefits of being on the schedule.

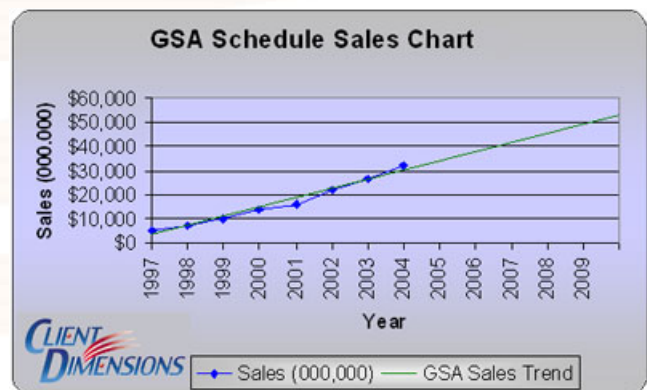
Benefits

If you currently sell to the Government, or want to, you can vastly increase your customer base as well as drastically cutting the time it takes to get your products and services to those customers. GSA Schedule holders are pre-approved to receive orders from Government agencies – in essence, you become preferred vendors. There are a number of benefits associated with being on the GSA Schedule, including the following:

- Helps avoid open competitions
- Enables you to apply your commercial marketing practices to the Federal market
- Minimizes complex Federal contracting issues
- Provides marketing cache
- Has become the contracting vehicle of choice for procurement officers.
- Shortens the time for Agencies to issue contracts to you (about 14 days compared to 268 days for conventional Federal contracts).
- Provides you with GSA marketing support and listing in GSA Advantage.

The Time is Right

It has never been more timely and important to obtain your own schedule contract in order to ensure your federal business development success.



Author and Contact Information

Client Dimensions, helps businesses attract new clients and develop a business that consistently meets sales, revenue or profitability goals. We specialize in helping businesses grow their Federal business through the acquisition of GSA Schedules. We work with leaders and those responsible for business development in the following types of firms:

- IT Consultants
- Engineering, Environmental, and Technical Consulting Firms
- Product Manufacturers
- Equipment Manufacturers
- Resellers
- Software Firms
- Training Providers
- Management Consulting Firms
- Professional Services Firms

This paper is one in a series of free resources available to our clients and friends. It was authored by Robert Kelly. For additional information, please contact:

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About Client Dimensions

Client Dimensions has practical programs for getting you Federal business quickly. We work with all types of companies in obtaining GSA Schedule contracts and building Federal business. Our specialty is in helping small to medium-sized firms by providing cost-effective services and programs. We know the Government's needs, and we can help you develop business opportunities.

Our services include:

- GSA schedule proposal preparation
- Custom Federal market plan development (Agency forecast, in-place contract review, selection of target agencies, prime/sub introductions)
- Presentations to Federal agencies (e.g., establishing meetings with decision makers, presenting capabilities)
- Pre-release opportunity identification
- Teaming arrangements
- Staff training
- Proposal development and capture support

TurboGSA

For small businesses, we also offer TurboGSA, a web-based service that simplifies the GSA Schedule process. Read more at: <http://www.turbogsa.com>