



An Energy Efficiency Workshop & Exposition

Palm Springs, California

Selling to the Federal Government

Presented by:

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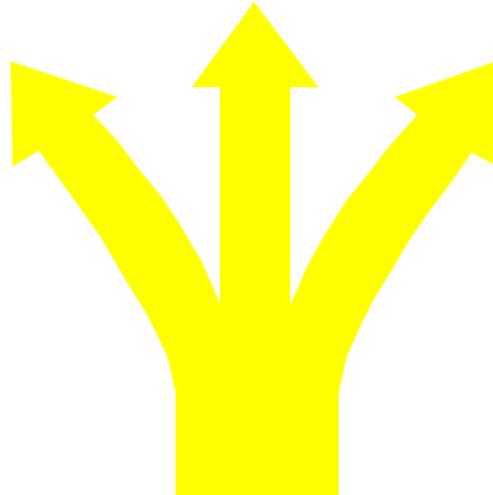
Eaton Cutler-Hammer

Performance Power Organization



Selling to the Federal Government

- Multiple Procurement Methods





Selling to the Federal Government Traditional Project Cycle

- Receive Information Requests from Customer



Selling to the Federal Government Traditional Project Cycle

- Receive Information Requests from Customer
- Provide Technical Information and Design Assistance



Selling to the Federal Government Traditional Project Cycle

- Receive Information Requests from Customer
- Provide Technical Information and Design Assistance
- **Specifications Written**



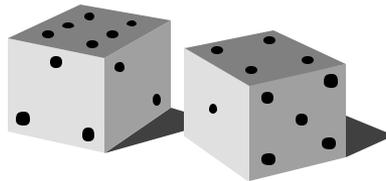
Selling to the Federal Government Traditional Project Cycle

- Receive Information Requests from Customer
- Provide Technical Information and Design Assistance
- Specifications Written
- **Competitive Solicitation**



Selling to the Federal Government Traditional Project Cycle

- Receive Information Requests from Customer
- Provide Technical Information and Design Assistance
- Specifications Written
- Competitive Solicitation
- **What are the Odds of Winning Bid?**





Selling to the Federal Government Another Option

- Multiple Procurement Methods





Selling to the Federal Government Another Option

- Multiple Procurement Methods
- GSA Multiple Award Schedules (MAS)
(GSA Schedule Contracts)



Competition in Contracting

- ...Orders placed pursuant to a Multiple Award (MAS) using the procedures in this subpart, are considered to be issued pursuant to **full and open competition** (see 6.102(d)(3)). Therefore, when placing orders under Federal Supply Schedules, ordering offices **need not seek further competition, synopsise the requirement, make a separate determination of fair and reasonable pricing, or consider small business programs**. GSA has already determined the **prices of items under the schedule contracts to be fair and reasonable**. By placing an order against a schedule using the procedures in this section, the ordering office has concluded that the **order represents the best value and results in the lowest overall cost alternative** (considering price, special features, administrative costs, etc.) to meet the Government's needs. (FAR 8.404(a) Extract)



Best Value Factors

- Special Features
- Trade-In Considerations
- Expected Product Life
- Warranty Considerations
- Maintenance Availability
- Past Performance
- Environmental and Energy Efficiency Considerations



Selling to the Federal Government Keys to Success

- Know the Customer



Selling to the Federal Government Keys to Success

- **Know the Customer**
 - Electricians / Foremen
 - Planners
 - Building / Facility / Installation Managers
 - Energy Managers
 - Utilities Personnel
 - Electrical / Mechanical Engineers
 - IDIQ Contractors (GOCO, JOC, SABER, etc. Auth: FAR 51)
 - Credit Card Holders
 - Contracting Officers / Contract Specialists / Buyers



Selling to the Federal Government Keys to Success

- Know the Customer
- Educate the Customer



Selling to the Federal Government Keys to Success

- Know the Customer
- **Educate the Customer**
 - That Your Products are on Schedule
 - That You have a MAS Contract
 - FAR Part 8.4



Selling to the Federal Government Keys to Success

- Know the Customer
- Educate the Customer
- Learn to Talk the Customer's Language



Selling to the Federal Government Keys to Success

- Know the Customer
- Educate the Customer
- Learn to Talk the Customer's Language
- **Change the Project Procurement Cycle**



Selling to the Federal Government Keys to Success

- Know the Customer
- Educate the Customer
- Learn to Talk the Customer's Language
- Change the Project Procurement Cycle
- **Marketing**



Selling to the Federal Government Keys to Success

- Know the Customer
- Educate the Customer
- Learn to Talk the Customer's Language
- Change the Project Procurement Cycle
- **Marketing**
 - Yourself
 - Your Company
 - Your Products
 - Your Contract



Selling to the Federal Government Keys to Success

- Know the Customer
- Educate the Customer
- Learn to Talk the Customer's Language
- Change the Project Procurement Cycle
- Marketing
- **Start with Singles, not Home Runs**



Selling to the Federal Government Keys to Success

- Know the Customer
- Educate the Customer
- Learn to Talk the Customer's Language
- Change the Project Procurement Cycle
- Marketing
- Start with Singles, not Home Runs
- **Provide Total Solution**



Selling to the Federal Government Keys to Success

Total Solution

- Products
- Services
- Installation
- Contractor Teaming may be Required



Contractor Team Arrangements

- Authority - FAR 9.6
- Combine Schedule Contracts to Provide Total Solution
- Terms and Conditions of Each Contract Prevails
- Lead or Prime Contractor





Selling to the Federal Government Keys to Success

- Know the Customer
- Educate the Customer
- Learn to Talk the Customer's Language
- Change the Project Procurement Cycle
- Marketing
- Start with Singles, not Home Runs
- Provide Total Solution
- **Negotiate Blanket Purchase Agreements**

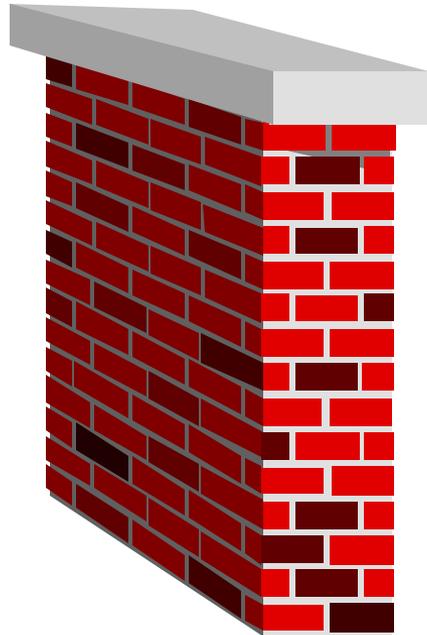


Blanket Purchase Agreements

- **Authority** - FAR 13.303-2(c)(3) states that "BPAs may be established with Federal Supply Schedule contractors...."
- **Savings** - A BPA is a way to fill recurring needs while taking advantage of quantity discounts, saving administrative time, and reducing paperwork.
- **Savings** - A BPA can reduce the administrative burden of writing numerous task/delivery orders.
- **Flexibility** - With a BPA you can order as little as you want, as much as you want, and as often as you want.
- **Flexibility** - A BPA can be used by other office locations.



GSA Multiple Award Schedules





Barriers

- Lack of Knowledge of what Products and Services are Covered by MAS



Barriers

- Lack of Knowledge of what Products and Services are Covered by MAS
- **New - Different - Unfamiliar Ground**



Barriers

- Lack of Knowledge of what Products and Services are Covered by MAS
- New - Different - Unfamiliar Ground
- **Competition Requirement**



Barriers

- Lack of Knowledge of what Products and Services are Covered by MAS
- New - Different - Unfamiliar Ground
- Competition Requirement
- Perception they can get Better Price



Barriers

- ❑ Lack of Knowledge of what Products and Services are Covered by MAS
- ❑ New - Different - Unfamiliar Ground
- ❑ Competition Requirement
- ❑ Perception They can get Better Price
- ❑ **Competing Procurement Methods**



Barriers

- Lack of Knowledge of what Products and Services are Covered by MAS
- New - Different - Unfamiliar Ground
- Competition Requirement
- Perception They can get Better Price
- Competing Procurement Methods
- Competition of “SIN Creepage”



Thank you!

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