

MOBIS Training Workshop

Sponsoring Organizations:

**The National Procurement Council
and
The U.S. Women's Chamber of Commerce**

Presented by:

**Bill Fisher
Performance-based Solutions, Inc**

And

**Tony Fuller
Beers & Cutler PLLC**

Hotel Washington
Washington, D.C.

Purpose

This workshop will enable small businesses to obtain GSA MOBIS (Management, Organizational and Business Improvement Services) Federal Supply Service Schedules and enhance their understanding of how such schedules are used in the Federal acquisition process.

Agenda

Segment One: Understanding GSA Schedules

- ❖ Introduction and Overview
- ❖ Overview of GSA Schedules and Applicable Federal Regulations
- ❖ Implications for GSA MAS for Small Businesses

Segment Two: Responding to MOBIS Solicitations

- ❖ Components of the Offer Package
- ❖ Understanding and Selecting SINS
- ❖ Linking Executive Summaries to SINS
- ❖ Effectively Documenting Corporate Information
- ❖ Effectively Documenting Past Performance
- ❖ Company Past Performance
- ❖ Developing Effective Executive Summaries
- ❖ Developing Professional Compensation Policies
- ❖ Writing Labor Categories

Segment Three: GSA Schedule Pricing Issues

- ❖ GSA Schedule Pricing Overview
- ❖ Commercial Pricing v. Cost Build-up
- ❖ Commercial Pricing Approach
- ❖ Cost Build-up Approach
- ❖ Key Proposal Disclosures: The Commercial Sales Practices Format
- ❖ Other Important Pricing Considerations
- ❖ Elements of the Pricing Proposal
- ❖ What to Expect During GSA Pricing Negotiations
- ❖ Important Contract Administration & Compliance Considerations

Segment Four: Marketing Schedules

- ❖ The Task Ordering Process
- ❖ Forming GSA MAS Contractor Teams
- ❖ Subcontracting and GSA MAS Contracts
- ❖ GSA Schedule Post Award Activities
- ❖ Maximizing Schedule Holder Benefits
- ❖ Identifying Markets
- ❖ Procurement Forecasts
- ❖ Marketing OSDBUs, Program Managers and Contracting Officers

About the Presenters...

William Fisher

Bill Fisher served as a project manager for Performance-based Solutions, Inc. on federal, state and local efforts to provide GSA schedule workshops for small businesses and technical assistance providers. At SBA from 1990 through 2001, Mr. Fisher last served as acting Associate Deputy Administrator of the Office of Government Contracting and Business Development, responsible for all of the SBA's procurement assistance programs. In that capacity, he directed managers responsible for the small business set aside program, the 8(a) program, the Historically Underutilized Business Zone Empowerment Contracting program, the Innovation and Research program and the Women's Contracting program. Prior to that, he served as director of 8(a) contracts, Deputy Associate Administrator for Policy, Planning and Liaison, Deputy Associate Administrator for Government Contracting, and acting Associate Administrator of the section 8(a) program. Mr. Fisher is a graduate of Howard University.

Tony Fuller

Tony Fuller is a Senior Manager with the Government Contracts Consulting Group of Beers & Cutler PLLC. Mr. Fuller has helped federal agencies and government contractors for over 12 years with a broad range of government contract business, financial and accounting issues. He has extensive experience helping contractors with virtually all aspects of GSA Schedule contracting, including feasibility assessments, pricing analysis, proposal preparation, contract administration, compliance and audit support. Mr. Fuller is member of several professional organizations, and is active with the Commercial Products and Services Committee of the ABA Section of Public Contract Law. He holds a degree with honors in Economics from the University of California, Los Angeles.