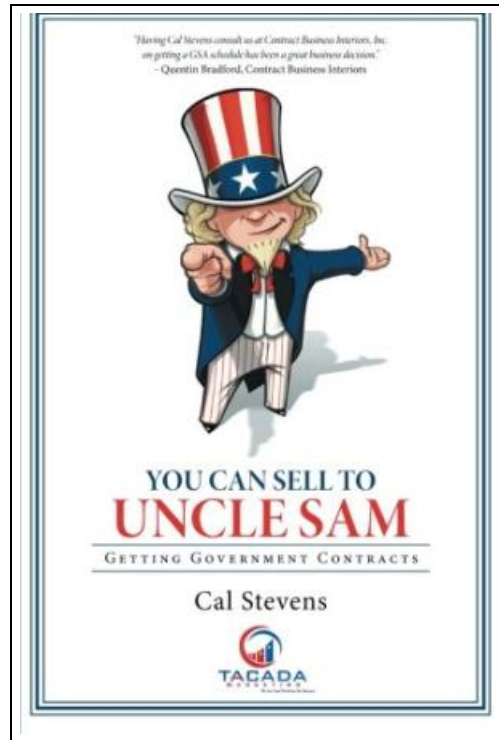


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iUniverse, United States, 2014. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.It takes tenacity to succeed in government sales or to sell your products or services to Uncle Sam. Establishing a small business in the federal marketplace can be frustrating. This book will provide guidance on how your company can position itself in selling your products or services to Uncle Sam, a beginner's guide in navigating through the federal procurement process. Small business preference programs can cause a start-up founded in someone's garage to grow to over \$100 million dollars in revenue in a few short years. If you researched entering the government marketplace recently, you can't help but notice the popularity of General Services Administration (GSA) multiple award schedule (MAS) contracts. General consensus is a small business needs a GSA Schedule to be competitive. A GSA Schedule is a pre-approved contract to do business with the government. Becoming a GSA Schedule holder deems you worthy of federal business, your prices have been determined to be fair and reasonable, and your competency in your field has been given a stamp of approval. Government buyers know you are not a risky prospect and can make purchases from you directly through GSA Advantage (the government's online shopping mall) or with any government purchase card (GSA contracts permit the use of government credit card purchases). Billions of dollars are spent each fiscal year through GSA contracts by civilian and military agencies. A GSA Schedule contract is attractive to both buyer and seller; it's a win-win situation.

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