

Self-Assessment Worksheet for GSA Advantage Catalogs for Professional Services Firms

Use this worksheet to help assess your firm's
on-line catalog on the federal government's
GSA Advantage! website.

Getting a GSA Schedule Contract was quite an accomplishment. It attests to the **professionalism** and **excellence** of your firm.



Does your contract's catalog on the *GSA Advantage* website **promote** these themes ... or **detract from them?**

After a firm wins a GSA Schedule Contract, it is required to prepare a catalog and place it on the *GSA Advantage!* website. The same catalog appears on GSA eLibrary. For a professional services firm, the catalog will be one of the first ways that many prospective federal clients will learn about the firm and the range of services it can provide under its GSA Schedule Contract.

Some companies undermine their marketing efforts by designing and loading a mediocre catalog. Does *your* on-line catalog meet your standards of quality? Or might it cause potential federal customers to doubt your firm's quality ethic and attention to detail? You may be able to increase the value of your hard-won contract by improving your on-line catalog. This worksheet can help you decide whether to undertake such an effort.

Developing a better on-line catalog is not a panacea for an under-performing GSA Schedule contract. But it can be part of an overall solution.

Lincoln Strategies, LLC

We help firms succeed in government markets.
1080 Westford St. ~ Carlisle, MA 01741
www.LincolnStrategies.com

Contact: Dave Alexander, Principal
T: (978) 369-1140 ~ E-mail: da@LincolnStrategies.com

Self-Assessment Worksheet

What is the quality of your firm's GSA Contract catalog?

Goals	How does your GSA Contract catalog rate against each goal?			
	Excellent	Good	Mediocre	Don't Know
Visibility to GSA's Search Engine and First Impressions				
1. The catalog is a PDF file that loads quickly . It is not an MS Word® file.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. When the PDF loads, it appears in an appropriate size (e.g., the "initial view" is set at either 100% or 75%).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. The cover prominently displays your firm's name , above the fold (i.e., even on relatively small monitors, your firm's name will display near the top of the monitor's screen; the user will not have to scroll down to see it).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. The cover is inviting —it gives the user the immediate impression that the catalog will be easy to read.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. In comparison to most catalogs on <i>GSA Advantage!</i> , yours looks inviting —even fun flip through, or an opportunity to learn something new.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Your catalog is not monolithic. It is logically structured into different topic areas, so that different types of readers (e.g., Contracting Officers; federal agency program staff members) can easily find information of most help to them.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Professionalism				
7. The catalog is typo-free .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. The catalog has no grammatical errors .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. All graphics and photographs are of sufficient resolution for both on-line viewing and printing.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. There are no tedious, unnecessary graphical flairs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Thoroughness & Accuracy				
11. The relevant contract clause (I-FSS-600) specifies required elements for the cover. The catalog's cover displays all of them.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. The catalog accurately describes key terms and conditions of your contract.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13. All mandatory items are included in your catalog (e.g., labor category definitions).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Self-Assessment Worksheet

What is the quality of your firm's GSA Contract catalog?

Goals	How does your GSA Contract catalog rate against each goal?			
	Excellent	Good	Mediocre	Don't Know
14. The catalog lists accurate, up-to-date pricing , reflecting any contractual changes, price escalations or reductions, and so forth.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Marketing Content				
15. Your catalog presents persuasive sales content —it helps guide prospective federal clients to next steps or contains calls to action .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16. The catalog's sales-related material uses language, tone, and styles that are appropriate for prospective federal clients .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17. The sales language reflects an understanding of the federal market, and will help convince potential clients that your firm is a safe buy .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18. The reader of your on-line catalog can easily see how to obtain additional information on the firm. Wherever possible, the catalog contains live hyperlinks to this information.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
19. Users are offered white papers or other value-added content . Wherever possible, the catalog contains live hyperlinks this content (e.g., reader can download white papers by clicking on a live hyperlink).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
20. Users of your on-line catalog are given ample information on who to contact at your firm—by phone and by e-mail—for low-key, non-pressured exploratory conversations. And e-mail links are live (i.e., “mailto” links).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
21. Your on-line catalog doesn't just market your firm—it also sells the idea of using the GSA contract , recognizing that some prospective federal clients might have confidence in your firm, but doubts about the advisability or ease of using a GSA contract.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Procedural Content				
22. The catalog provides a summary of ordering procedures . A prospective federal client who does not happen to have a good understanding of GSA Schedule Contracts will learn the basics of how to order services.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Self-Assessment Worksheet

What is the quality of your firm's GSA Contract catalog?

Goals	How does your GSA Contract catalog rate against each goal?			
	Excellent	Good	Mediocre	Don't Know
Relationship to your Corporate Website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
23. Your corporate web site is just one click away . The catalog contains prominent, live hyperlinks to your corporate website. These hyperlinks work properly whether the person is viewing your PDF online (e.g., after finding your catalog on <i>GSA eLibrary</i> or <i>GSA Advantage!</i>) or if the person has downloaded your PDF to his or her own computer).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
24. When a user hyperlinks over to your corporate web site, the visual transition is smooth. The design elements in your on-line catalog resonate well with those in your corporate website (e.g., graphics; typography; use of logos).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
25. After leaving the on-line catalog to go to your corporate web site, there is a "soft landing" on your corporate website. The user is brought to a relevant page of your corporate site—one that focuses on federal contracting capabilities and vehicles.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Green?				
26. Some users will print the catalog. The catalog uses a design that minimizes unnecessary ink usage (e.g., avoids page borders or background colors).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>