

**DEBRIEFING QUESTIONNAIRE**

**Name of Project:**

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<b>Sales Lead</b>	<b>Proposal Manager</b>	<b>Proposal Coordinator</b>
<b>Person Contacted:</b>		
<b>Phone:</b>	<b>Date:</b>	<b>Contacted By:</b>

***WON or LOST***

▪ How many total proposals did you receive?

▪ What was the ranking of the short listed (interviewed) firms?

▪ Who were some of the firms not on the shortlist, and why didn't they make it?

▪ How many members were on the Selection Committee?

▪ What were the key elements you based your selection on?

▪ Compared to the other firms interviewed, how did we rate on those key elements?

## DEBRIEFING QUESTIONNAIRE

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- How did our written proposal compare visually? Readability? What did you like more about it? Least?
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- Did we address all concerns in the proposal?
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- Did you call our references? Who? What were their comments? (\*Only if references were used)
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- Were you familiar with our firm before this RFP process? How? What was your opinion or knowledge of us?
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- Was the selection based on the proposed fee? If so, how did we rate?
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- Additional Comments
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**DEBRIEFING QUESTIONNAIRE**

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***AFTER THE INTERVIEW PROCESS:***

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▪ What was your overall impression of our interview?

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▪ How was each team member's presentation/personality (chemistry)? What was good or bad?

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▪ How were our visuals compared to the other firms interviewed?

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▪ Did we address all issues requested?

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▪ What improvements could we make?

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***IF LOSING INTERVIEW:***

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▪ Would you be willing to share the other firms' proposal with us to review? When would it be convenient for me to stop by?

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▪ What was the most appealing attribute of strategy about the winning firm?

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▪ What would have gotten us the job - or made a difference?

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▪ Should we try

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## DEBRIEFING QUESTIONNAIRE

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again for future projects? What are they and how will they be advertised?

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### ***IF WINNING INTERVIEW: - WE GOT THE JOB!***

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- What was the deciding factor to select us? Was the vote unanimous?

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- What is the single most important factor we can do to keep you satisfied?

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**NOTES:**