**DEBRIEFING QUESTIONNAIRE**

Name of Project:  
#

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<tr>
<th>Sales Lead</th>
<th>Proposal Manager</th>
<th>Proposal Coordinator</th>
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Person Contacted:  

Phone:  
Date:  
Contacted By:  

**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

- How did our written proposal compare visually? Readability? What did you like more about it? Least?

- Did we address all concerns in the proposal?

- Did you call our references? Who? What were their comments? (*Only if references were used)

- Were you familiar with our firm before this RFP process? How? What was your opinion or knowledge of us?

- Was the selection based on the proposed fee? If so, how did we rate?

- Additional Comments
AFTER THE INTERVIEW PROCESS:

- What was your overall impression of our interview?

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

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

- Did we address all issues requested?

- What improvements could we make?

IF LOSING INTERVIEW:

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

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

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

- Should we try
DEBRIEFING QUESTIONNAIRE

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

IF WINNING INTERVIEW: - WE GOT THE JOB!

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

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

NOTES: