

DEBRIEFING QUESTIONNAIRE

Name of Project:

#

Sales Lead	Proposal Manager	Proposal Coordinator
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?

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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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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

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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: