CHECKLIST OF QUESTIONS FOR CUSTOMER DEBRIEF

What did we do well in our early sales effort?

What could we have done better in our early sales effort (i.e., what should we do differently next time)?

How would you rate the value of our offering relative to the price?

What were the strengths of our offering? Weaknesses?

Who was the competition? Which vendors complied with the RFP?

What were the areas that caused us to win or lose? Which benefits most affected the buying decision?

* Price
* Timing
* Features and functionality
* Technical solution
* Management plan
* Politics
* Positioning
* Contract issues

Did you consider our response easy to read and evaluate? Did you perceive it as professionally produced?

Can you provide competitors’ responses and your evaluations of them?

Internal discussion after debrief interview:

How would you rate the quality of our relationship with the customer?

How much time did we spend with the customer prior to delivering the proposal?

How well did our proposal address the customer’s goals, problems, issues, and concerns?

What can we do to better differentiate ourselves from the competition before an RFP?

Relay pertinent information gained from the debrief process to the appropriate managers   
and/or competitive assessment group.