

## Questions to Ask During a Debrief

Bidding on government contracts takes dedicated time and effort and you should take every step possible to ensure your response was not for nothing. Once you learn that an opportunity you have bid on has been awarded, you should always request a debrief meeting.

A debrief meeting provides you with valuable feedback on how your proposal was evaluated and perceived. It is also another opportunity to connect with the government agency you want to do business with.

Debrief meetings can help you improve for future proposals and you should always ask for one whether or not you were awarded the contract.

Here are some questions to consider asking during a debrief meeting:

### **Basic questions:**

- Who won?
- How many bids were received?
- What was my overall score?
- Was my score closer to the top or close to the bottom?
- What was the winner's score?
- Did the winner have the lowest price?
- Did the winner have a higher score based on technical factors?

### **If price was a major factor and you did not win:**

- Did I score higher or lower than the winner on technical factors?
- Did I scope the level of effort (number of people/hours) appropriately?
- Was the skill level of my proposed staffing too high?
- Did the winner propose more or less staff/hours? By how much?

### **If you scored higher on technical factors but you did not win:**

- Did I not win because my higher technical score drove up the cost?
- If my price had been the same as the winner, would my proposal have represented the best value?

### **If you scored lower on technical factors:**

- How did my staffing score?
- How did my technical understanding and approach score?
- How did my past performance score?
- Did I have any compliance issues?

### **Miscellaneous:**

- How did the presentation and appearance of my proposal stack up against the competition?
- What differentiated me from the other bids?
- Was my proposal easy to navigate and score?
- Was the appearance of my proposal better, worse, or about the same as my competition?
- Did my proposal contain any unnecessary or imprecise content?
- Is there anything the individual conducting the debrief meeting would recommend for you to improve?