

INTERNAL DEBRIEF QUESTIONNAIRE

PROJECT		
CLIENT		
DELIVERY METHOD		VALUE
STAGE SOQ INTERVIEW		COST FACTOR QUALIFICATIONS QUALIFICATIONS + PRICE
OUTCOME WON LOST IF LOST, WHO WON?		
PROFIT CENTER	PROPOSAL LEAD	MARKETING LEAD
DEBRIEF LEAD		DATE
ATTENDEES (EXTERNAL & INTERNAL)		MEETING TYPE FACE-TO-FACE CONFERENCE CALL

PURSUIT STRATEGY AND PRE-POSITIONING

What did we do well? What did we not do well?
(Client Relationship, Internal Team Dynamic, and Project Specifics)

What did we score well on? What did we score poorly on? (Approach, Cost, Experience, People)

PURSUIT DELIVERABLE

What did you think about the appearance and organization of the proposal/presentation? What did you like most? What did you like least?

How well did our proposal/presentation convey our message? Where could we make improvements?

Do you think we address all of the client's concerns in the proposal/presentation? If not, where did we fail, and why? Where did we excel?

Is there anything that needs to be incorporated into Garney's pursuit process right away?

TECHNICAL FACTORS

How well did our proposal/presentation convey our approach? Where could we make improvements?

What did you think of our approach? Was it detailed enough? Did we miss anything?

What should we do differently next time? What should we do the same?

Does the client have any upcoming projects? How can we apply lessons learned to the next opportunity?

NOTES
