

LOST SALE DEBRIEF INTERVIEW

Sample Questions



There are many reasons why a proposal might not lead to a contract or why one of your well-established clients decreases the amount of work they are sending your way. How do you know if these occurrences are isolated cases or if they are an indication of deficiencies in your proposal writing, bid presentations, client service, or something else? The best way to find out is to ask.

Using an objective third party to talk with clients and potential clients gives them the opportunity to talk freely about their experiences and disclose details that they might not be comfortable telling you directly.

SCENARIO 1: Project not awarded.

Question topics:

- What was the criteria for selecting the winning firm?
- Where did the firm's proposal rank among the proposals you considered?
- What were the proposal's shortcomings?
- What advice would you give the firm for submitting future proposals?
- Would you consider the firm for future work?
- What is the firm's reputation with your organization?

SCENARIO 2: The work you are receiving from a well-established client has decreased even though they have many new projects.

Question topics:

- What rating would you give for the quality of the work you have received from the firm?
- How would you rate the firm's communication?
- What was your overall experience working with the firm?
- Do you know why your organization has decreased the amount of work it is giving the firm?
- Do you have any suggestions for ways the firm could improve?
- Would you like to be contacted by someone at the firm to re-establish dialogue?