|  |  |  |
| --- | --- | --- |
| Today’s Date: |  | |
| Name of Proposal: |  | |
| Debrief Attendees: |  | |
| Question | | Response |
| How did the presentation and appearance of our proposal stack up against the competition? | |  |
| What differentiated Alliance from the others? | |  |
| Was the proposal easy to navigate and score? | |  |
| Did the proposal contain any fluff or content that should have been substantiated better? | |  |
| How were our staff received? | |  |
| How did our past performance score? | |  |
| How did our technical understanding and approach score? | |  |
| Did we strike a proper balance between text and graphics? | |  |
| Did you find our document easy to score? How to improve? | |  |
| Given the page limits did we address the SOW in sufficient detail? | |  |
| Did we have the right team? | |  |
| Did we address the client’s issues? | |  |
| Did it sound like we understood your project? If not, which aspects did we come up short on? | |  |
| Was our approach to managing the project what you were looking for? If not, how could we have improved it? | |  |