

DEBRIEF – YOUR GUARANTEED APPOINTMENT

—Company Letterhead Paper—

[Date]

[Contract Officer Name]

[Address]

[Contact Info]

Reference: RFP No [RFP#], [RFP Title]

Formal Post-award Debriefing Request Letter

Dear [Mr./Mrs.] [Contract Officer Name],

Following award of the contract related to [RFP number], we hereby respectfully request that you provide us with a **debriefing** [add "in accordance with FAR 15.506 Post-award Debriefing of Offerors", in case of Federal procurement] regarding the reasons why the proposal [or bid] we submitted was not selected for a contract award.

This post award debriefing is requested within the 3-day period [or any number of days] following posting of the contract award on your website [or the award notice dated from (...)] as per contract clause [contract clause number].

Our intended purpose of requesting a **debriefing meeting** is to improve for future solicitations by gathering information about our proposal performance against solicitation specifications and evaluation criteria. [leave this paragraph if it represents your true intent, remove it otherwise] Hence settle on a debriefing date at your convenience [in accordance with FAR 15.506(a)(2)] and let us know.

We have attached questions we would like you to answer [on top of the ones set forth in FAR 15.506, if any].

We look forward to future opportunities to work together.

Please formally acknowledge receipt of this post-award debriefing request letter.

Sincerely,

[Signature]

[Offeror Name]

[Address]

[Contact Info]

QUESTIONS TO ASK DURING A POST AWARD DEBRIEFING

Here are some questions to consider asking during a debrief:

Basic questions:

- Why did we lose and how did we score?
- Who won and what was their score?
- What was our score relative to other bidders?
- What were our major strengths and deficiencies?
- How competitive were we on price?
- What did we do right?
- What could we have done better?
- How many bids were received?
- What was your overall score?
- What was the winner's score?
- Did the winner have the lowest price?
- Did the winner have a higher score on the technical evaluation factors?

If price was a major factor and you lost:

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

If you scored higher on technical factors but lost:

- Did you lose because your higher score on technical drove up the cost?
- If your price had been the same as the winner, would your proposal have represented the best value?

If you scored lower on technical factors:

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

If the incumbent won:

- Did the incumbent score higher on the technical evaluation factors?
- Did the incumbent score higher on experience?
- Would a more clear statement that you would retain the incumbent staffing have improved your score?

Miscellaneous:

- How did the presentation and appearance of your proposal stack up against the competition?
- What differentiated you from the other bids?
- Was your proposal easy to navigate and score?
- Was the appearance of your proposal better, worse, or about the same as your competition?
- Did it contain any fluff or content that should have been substantiated better?

18 Questions You Should Never be Afraid to ask at the Post Award Debrief

1. What did you like/not like about our [Executive Summary](#)?
2. Is there anything the customer would recommend for you to improve?
3. Was our document visually appealing? How do we improve readability?
4. Did we strike a proper balance between text and [graphics](#)?
5. Your reaction to our thematic call-out boxes?
6. What message did our cover send?
7. Did our [resume format](#) work for the evaluators?
8. Did you find our document easy to score? How to improve?
9. Did our photographs help or hinder our story?
10. Were the features/benefits/proofs tables of any value?

11. What did the [evaluators](#) think of the overall workmanship of our document?
12. Did it matter that we chose not to use all allotted pages when responding?
13. Did our compliance matrix (not just the required Table of Contents) help?
14. Did our CEO's personal commitment statement help?
15. Given the page limits did we address [the SOW](#) in sufficient detail?
16. Did you detect any of our themes? Which, if any, were most compelling?
17. Did it matter that we put your agency's logo on the cover and on the header of each page?
18. What instances of competitive “ghosting” did you detect?

SAMPLE DENIAL LETTER



UNITED STATES DEPARTMENT OF COMMERCE
Minority Business Development Agency
1401 Constitution Ave NW
Washington, D.C. 20230

September 21, 2020

Abraham Xiong
Government Contractors Association Inc
3190 Northeast Expressway Suite 110
Atlanta, GA 30341-5304

Company Name: Government Contractors Association Inc
Initiative: Enterprising Women of Color
FFO No. MBDA-OBD-2020-2006443

Dear Abraham Xiong:

Thank you for your interest in the Minority Business Development Agency's (MBDA) Enterprising Women of Color Initiative and for taking the time to apply. I regret to inform you that your application has not been selected for funding.

MBDA appreciates your support for our mission and values your support for minority business enterprises. If you have questions, please feel free to contact Nakita Chambers at nchambers@mbda.gov or by phone at (202) 482-0065.

Sincerely,

Nakita Chambers

Nakita Chambers
Program Manager

SAMPLE DEBRIEF LETTER



Government Contractors Association, Inc.

504 Fair Street SW, Atlanta, GA 30313

404-955-8080

www.GovAssociation.org

DEBRIEF REQUEST

DATE: 9-22-20

VIA EMAIL

Nakita Chambers, Program Manager
UNITED STATES DEPARTMENT OF COMMERCE
Minority Business Development Agency
1401 Constitution Ave NW
Washington, D.C. 20230

RE: Formal Post-award Debriefing Request Letter
MBDA-OB-2020-2006443 | Enterprising Women of Color

Dear Nakita Chambers:

Government Contractors Association (GCA) respectfully requests a post-award debriefing pursuant to FAR 15.506 regarding the reasons why the proposal we submitted was not selected for a grant award.

This request is timely submitted within three (3) days after the date on which GCA received notification of grant award under MBDA-OB-2020-2006443.

Our intended purpose of requesting a debriefing meeting is to improve for future MBDA needs, grants, and solicitations by gathering information about our proposal performance against requirement specifications and evaluation criteria.

As such, at your convenience in accordance with FAR 15.506(a)(2), let us know when a good time for you might be. If possible, an online web meeting will be ideal for us.

We have attached questions we would like you to answer. (**See Attachment A**)
We look forward to future opportunities to work together.

Please confirm receipt and contact me if you need any further information.

Warmest Regards,

Abraham Xiong

Abraham Xiong
President/Founder
Government Contractors Association, Inc.
404-955-8080
Abe@govcontractors.org

ATTACHMENT A
QUESTIONS FOR DEBRIEFING

1. Why did we lose and how did we score?
2. How many bids were received?
3. Who won the grants and what were their scores?
4. What were our major strengths and deficiencies?
5. What did we do right?
6. What could we have done better?
7. What did you like/not like about our Applicant Narrative?
8. Was our document visually appealing? How do we improve readability?
9. Did we strike a proper balance between text and graphics?
10. Did our resume format work for the evaluators?
11. Did you find our document easy to score? How to improve?
12. What did the evaluators think of the overall workmanship of our document?
13. Given the page limits did we address the SOW in sufficient detail?