



# Recommendations for Effective Vendor Debriefings

A “debriefing” is simply a formal procurement process where vendors or suppliers are informed about the reasons why they were not selected for award. This can include reasons for low scores or ratings, and areas of weaknesses or opportunities of improvement. Many debriefings, however, lack even the most basic information to actually help (or entice a proposal from...) suppliers on future projects. An effective debriefing provides the following:

- ❑ **Help the vendors understand what they could to improve.** This doesn’t need to be an extended discussion but providing some **very specific comments** about where a vendor fell short can go a long way. A great place to get this information is from the evaluator’s comments on their rating sheets. These could include evaluator concerns, confusion about the proposals, feasibility of a solution, or other similar comments.
- ❑ **Be as transparent as possible.** Let’s not mince words here: **provide as much information as possible** on the vendor’s proposal! The feedback should include the scores for each evaluation criterion, and the vendor’s overall ranking for each criterion.
- ❑ **Openly and actively offer a debriefing to all unsuccessful vendors.** Vendors may not take you up on the offer but being clearly **willing to meet with vendors** demonstrates your organization’s commitment to being a “Client of Choice.”
- ❑ **Provide the evaluation results to the Vendors.** CPE recommends that owners **provide the vendors with a summary of the evaluation scores** for every procurement. The information could include differences in scores between the vendor being debriefed and the average scores. The summary can be communicated through email, an in-person meeting, posted online, or some combination thereof.
- ❑ **Get feedback from the vendor.** Simply ask the vendor, “Do you have any recommendations about our procurement process?” While the comments may not always be helpful, some feedback can provide great **insights how to streamline, speed up, or otherwise enhance** the evaluation process.

And don’t forget... adhering to CPE’s “Three S’s to a Great Debriefing” makes sure nothing is missed in the debriefing.

