**SUPPLIER DEBRIEFING**

10 TOP TIPS FOR **ISSUING OFFICER**:

WHAT SHOULD I SAY OR DO?

* If the debriefing is a face-to-face meeting, then establish the rules up front. Make it clear that the reason for the meeting is to explain the evaluation process and why the Supplier was unsuccessful.
* Establish an agenda that has been approved by the APO/CUPO or SPD Leadership.
* Take time to explain the RFX evaluation process. Many times, the Supplier is not familiar with the state procurement process or does not appreciate the rigor involved with ensuring the process is thorough.
* Only discuss the bid/proposal made by the unsuccessful Supplier. DO NOT make comparisons between it and the winning bid/proposal.
* Only refer to the evaluation criteria listed in the RFQ/RFP. DO NOT make comments on matters unrelated to the RFQ/RFP criteria.
* For RFPs, use the evaluation spreadsheet that lists the scores for the unsuccessful Supplier. Emphasize the weakness of the proposal as per the score. You may state, for example, "Out of a total of 50 points …your proposal scored 25." Do not provide scores for any other specific proposals.
* Explain where the unsuccessful proposal ranked in the final evaluation, but not in relationship to any other specific proposals. Say only that "Out of five proposals, yours ranked third (or fourth, etc.)." Do not mention the names of the other Suppliers.
* Point out the strengths of the Supplier’s bid/proposal and acknowledge where the Supplier met requirements or performed well.
* Provide advice on how the Supplier can improve their scoring in future proposal submissions. If the supplier failed a mandatory or was otherwise disqualified, address how to avoid a similar situation in the future.
* Confirm at the end of the session that the Supplier is satisfied with the debriefing.
* Ask for feedback on the State’s procurement process and areas that might be improved.

“FREE-BEES” AND OTHER SUGGESTIONS FOR THE **SUPPLIER** TO IMPROVE THEIR COMPETITIVENESS

1. Encourage suppliers to thoroughly review the RFQ/RFP documents. Also, suppliers should check back frequently to view any changes to the documents.
2. Encourage suppliers to participate in the Question & Answer session allotted during the RFQ/RFP. Review the solicitation to identify the submission deadline and instructions for submitting. If requirements or instructions are not clear, please submit a question to the issuing officer. Review other suppliers’ questions and the State’s responses.
3. Encourage suppliers to attend the Suppliers’ Pre-Bid Conference, *if available*. This is a great way to receive additional information and also share questions.
4. Encourage suppliers to participate in DOAS Supplier Training. It is free and available to anyone. To get started, access our website here: [http://doas.ga.gov/state-purchasing/purchasing-education-and-training/supplier-training](https://doas.ga.gov/state-purchasing/purchasing-education-and-training/supplier-training)
5. Advise suppliers to verify the bid/proposal submissions deadline and not to wait until the last minute to submit bid. For electronic submission, large files may take time to upload. Internet speeds or other website traffic may impact response time. Allowing sufficient time for bid submission will reduce stress and the likelihood of mistakes or failing to meet the submission deadline.
6. Experiencing technical issues with the electronic bidding tool? For Team Georgia Marketplace™ or eSource, be sure to contact SPD for support: [procurementhelp@doas.ga.gov](mailto:procurementhelp@doas.ga.gov) or 404-657-6000.
7. Encourage suppliers to keep their contact information and NIGP code selection up-to-date in the Supplier Portal to ensure they receive appropriate notification. Suppliers can get started here by selecting Supplier Self-Service: [http://doas.ga.gov/state-purchasing/team-georgia-marketplace](https://doas.ga.gov/state-purchasing/team-georgia-marketplace)
8. Stay abreast of market changes, and NEVER give up. Take advantage of public information, including similar procurements that may have been conducted on the Georgia Procurement Registry. View the Notice of Award to see the awarded pricing offered by other competitors.