



HARVARD Kennedy School
Government Performance Lab

**Procurement
Excellence Network**

Key Takeaways

**Elevating Vendor Insights to Improve
Procurement Processes and Attract More Suppliers**

Procurement Excellence Network (PEN) Training

June 13, 2024



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Session Roadmap

01

Why is it important to engage vendors? How can you build buy-in to use a survey as a diagnostic tool?



02

What are characteristics of an effective vendor survey? How can you create "good" survey questions?



03

What are creative outreach strategies? What are best practices to maximize survey responses?



04

How can you use survey data to initiate change? How can you effectively communicate survey results?



Section Overview: Key Takeaways

01

Why is it important to engage vendors? How can you build buy-in to use a survey as a diagnostic tool?



Collecting vendor feedback creates a **call to action**, signaling to vendors that improving their experience is top of mind.



Surveys offer an opportunity to **understand the vendor perspective**, shifting from anecdotal to data-driven evidence to quantify experiences.



Remember to **outline clear goals and identify champions** to help build buy-in.



Internal and external barriers can influence success – planning is key!

Section Overview: Key Takeaways

02

What are characteristics of an effective vendor survey and how can you create a "good" survey question?

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Define your problem statement, goals, and target audience before writing survey questions.

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Diversify your question types and avoid using leading language to solicit better responses from vendors.

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Review characteristics of effective questions when designing your survey: >>>

Actionable

Specific

Accessible

Targeted

Short

Unbiased

Clear

Engaging

Section Overview: Key Takeaways

03

What are creative outreach strategies? What are best practices to maximize survey responses?



Research and choose the right platform that is user-friendly and meets functional needs.



Beta Test the survey with group of trusted staff and vendors to assess any potential issues.



Translate surveys and outreach materials to celebrate the diversity of the vendor community.



Engage community organizations and entrepreneur support groups to develop innovative outreach strategies.

Section Overview: Key Takeaways

04

How can you use survey data to initiate change? How can you effectively communicate survey results?



Examine the data from your survey to understand how your vendors feel. You don't have to conduct complicated analyses to find useful insights!



Take your data review a step further by **disaggregating** responses to identify trends and insights by different groups.



Share takeaways and actions you are planning to take in response to the survey with vendors, community groups, and the public.



Use learnings from survey as an opportunity to **engage leadership** and solicit buy-in on future actions.

Excited to apply what you've learned today? Take the next step and schedule a PEN Coaching Call with us!



The Government Performance Lab has **collaborated with over a dozen gov'ts to develop vendor surveys!**



Leverage vendor survey examples and our robust survey question bank!



[Sign-up here](#) to schedule your FREE 1:1 coaching session with a GPL expert today!



City of Madison, WI

PEN's assistance in providing a bank of questions and outlining a survey structure benefited our team so we did not have to start from scratch!

Getting their feedback on our process was helpful and kept us moving forward!



Join a PEN Workshopping Session to discuss vendor survey challenges and innovations

- ❑ Engage with GPL experts to troubleshoot common challenges impacting successful vendor survey development/distribution



**Thu, August 15
2-2:45p ET**

- ❑ Build upon knowledge and skills learned from the June 13 session
- ❑ Access useful templates and resources to help take your survey to the next level



**Thu, August 29
3:30-4:15p ET**

- ❑ [Sign-up for workshopping sessions here!](#)

Review this PEN Publication

Surveying Your Vendor Community to Assess Satisfaction and Identify Pain Points

In this how-to guide, you will:

- Learn how to design and implement an effective survey
- Read about concrete examples and promising practices in vendor survey implementation across governments.

- [Download this publication](#) from the PEN resource library today!
- Starting on Page 13 of the is a bank of suggested survey questions for you to utilize!

