

Compare the same work.

Use one brief for three candidates. Complete the costs and evidence on page 2 before making a decision. This worksheet stays in your PDF; it does not send answers to Stan Consulting.

Business / project

Business outcome and scope everyone must quote

		Candidate A	Candidate B	Candidate C
Decision field	Weight	Score 0-2	Score 0-2	Score 0-2
Problem and success Outcome, baseline and limits of control				
Named operator Who does the work and reviews it				
Method and deliverables First actions, owners and acceptance				
Measurement Definitions, raw data and verification				
Accounts and assets Ownership, access and source files				
Total cost Same scope and period; use page 2				
Responsibilities and conflicts Client inputs, approvals and conflicts				
Exit Notice, handoff, exports and final costs				

Manual scoring

Set weights totaling 100 before reading proposals. Score 0 = does not meet the brief; 1 = partly meets it; 2 = meets it with written evidence. Leave unknowns blank. Attach evidence for every score.

For each candidate, add (weight x score / 2) across all eight rows. Record a total only when every score is known and the weights total 100. A total is a comparison aid, not a quality guarantee.

Weighted total / 100			
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Costs, evidence and decision

Check before you choose.

Comparison period and currency

	Candidate A	Candidate B	Candidate C
Enter totals for the whole period. Use zero only for confirmed no charge or costs included elsewhere; leave unknowns blank. Do not count the same cost twice. Keep internal hours separate from cash.			
Setup and transition			
Strategy and management			
Media spend			
Content, design and production			
Software, data and tracking			
Travel, taxes and other charges			
Less confirmed usable credits			
Total cash cost (manual)			
Internal team hours (separate)			

Evidence and unresolved questions

For each candidate, note the proposal/page or file, verifier and date, confidence, conflicts and any missing terms. Attach a separate record if you need more space; do not put passwords here.

A

B

C

Decision and conditions

Check ownership, measurement, claims, privacy and exit terms. A failed hard requirement stops the appointment regardless of score. Compare against a narrower scope, internal hire, deferral or no vendor.