

Dear [Title] [LastName]:

About 10 days ago, you should have received a letter from {High VA Official}, inviting you to participate in a supplier perception survey. This survey is being conducted by Michigan State University, on behalf of VA, for the purpose of helping VA learn how they might improve their relationships with key suppliers, and improve their overall contract management performance.

The survey will ask you to evaluate VA on several different dimensions of supplier relations and contract management. We will ask you to evaluate VA's performance in relation to your other major customers on a scale from "Much Worse" to "Much Better." If a particular item isn't relevant to your relationship with VA, or if you don't have enough information to respond, there is a "Does Not Apply" option. In addition, the last part of the survey asks some open-ended questions regarding your working relationship with VA.

We recognize that your relationship with VA could be perceived differently by different individuals or functions within your organization. In responding to this survey, we ask that you attempt to represent the prevalent opinion, but provide any dissenting views as comments in the open-ended questions.

We ask that you please respond to each of the questions as candidly as possible. Your feedback will help VA plan changes beneficial to both it and its valued suppliers. As {High VA Official} mentioned in {his/her} letter, only aggregated results will be shared with VA – individual responses will be kept strictly confidential.

To complete the survey, please follow this link:
[SurveyLink]

Or copy and paste the url below into your internet browser:
[SurveyURL]

Please complete the survey by [Closing Date].

Should you have any questions, please contact either Professor Gary Ragatz – 517-432-6436, ragatz@msu.edu or Professor Joe Sandor – 517-432-6386, sandor@msu.edu.

Thank you,
Joe Sandor and Gary Ragatz,
Michigan State University