

Competition-based rejection with encouragement

Subject: Thank You for Your Proposal Submission

Hi [Vendor Name],

I wanted to personally reach out regarding your recent proposal for [project/service].

We received an exceptional number of high-quality submissions for this project, which made our selection process both challenging and competitive. After thorough deliberation, we've chosen to move forward with another vendor whose proposal aligned most closely with our immediate needs and constraints.

Your proposal showcased impressive capabilities and innovative solutions that caught our evaluation team's attention. The quality of your work and professional presentation certainly made an impact.

While we couldn't select your proposal for this particular project, I want to emphasize that we were genuinely impressed with what you presented. We'd definitely like to keep the door open for future collaboration opportunities.

I'll make sure your contact information is flagged in our vendor system for priority consideration on upcoming projects that might be a better fit for your expertise.

Thanks again for your time and effort. I hope we'll have the chance to work together soon.

Best,

[Your Name]

[Project Manager]

[Company]

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