



Robyn's team worked so popular the event had to move the event a week prior to allow enough room for the 100 people who booked.

She is one of the best presenters we've used in the past 12 months, during which we've staged more than 20 events.

Kimberly Palmer, Founder, NETWORKY Events



ROBYN HAYDON

SPEAKER GUIDE



ROBYN RH HAYDON

helping people
who DO
great work to
WIN more work

“Just wanted to let you know that you were fabulous this morning! Definitely the top seminar in my last 3 years plus.”
K.K. Ong, Jetstar Airways
(Project Management Institute)

“Your session was perfect. Just what we needed – and set the scene for a great day!”
Mike Pepperell, Managing
Consultant, CIS

Robyn Haydon

Keynote speaker and workshop presenter for your conference or event



“ I’m on a mission to bring creativity, energy and enthusiasm back to business development. ”

Do you always win the business you want to win, and that you truly deserve to win?

Are all your people brilliant at winning new business, and at over-delivering for the customers you already have? Are you confident of retaining your most important contracts and customers?

For many business leaders, the answer to at least one of these questions is “no” – or at the very least, “*not as much as I’d like*”.

Business development is a whole-of-business activity. It is not “sales” – or even marketing.

The purpose of business development is to build value that customers can buy. The purpose of sales and marketing is to go out and sell value, once it has been created.

The most successful businesses are those where everyone in the business understands the role that they play in creating value for a customer.

With whole markets are being disrupted, and customers faced with more choice than ever before, it has never been more important to get your whole team pulling together to win, serve and create value for your customers.



About Robyn

Speaker, Author, Mentor, [Business Development Advisor](#)

Robyn Haydon is an engaging, passionate speaker who has a gift for connecting with an audience and inspiring action and change.

She is one of Australia's leading experts in the field of business development. Working with leaders of service organisations to grow and retain business that is won through formal submissions, competitive bids and tenders, her clients have won and retained business worth hundreds of millions of dollars with many of Australia's largest corporate and government buyers.

Robyn is the author of three books on business development, including *Value: how to talk about what you do so people want to buy it*, *Winning Again: a retention game plan for your most important contracts and customers*, and the Australian Institute of Management bestseller *The Shredder Test: a step-by-step guide to winning proposals*.



ROBYN  HAYDON

“Congratulations – you were excellent – a very enlightening presentation, very well rated and most informative for the members. I will recommend that other syndicates benefit from this address.”

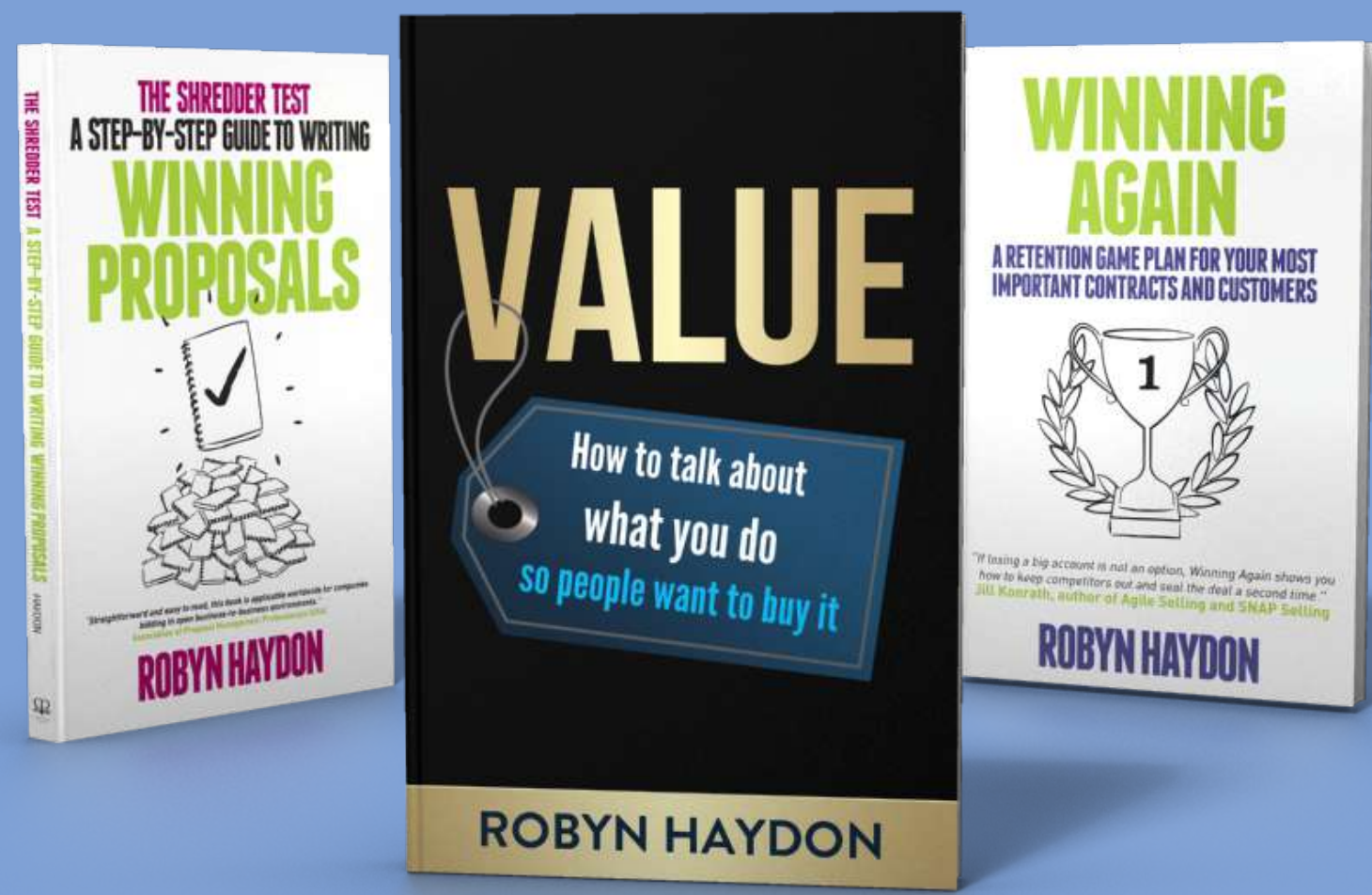
Julien O’ Connell, Chairman, CEO
Institute Syndicate

“Robyn’s ability to create and develop workshops that hit-the-mark is astonishing.”

Henry La Motta, Tendering
for Success National
Manager, Tenderlink.com

“Robyn’s presentation at our inaugural national conference was a real hit with our audience. Delegates praised the richness of her content and found her presentation style both engaging and inspiring.”

Robert Gerrish, Founder of Flying Solo, Australia’s solo and micro business community



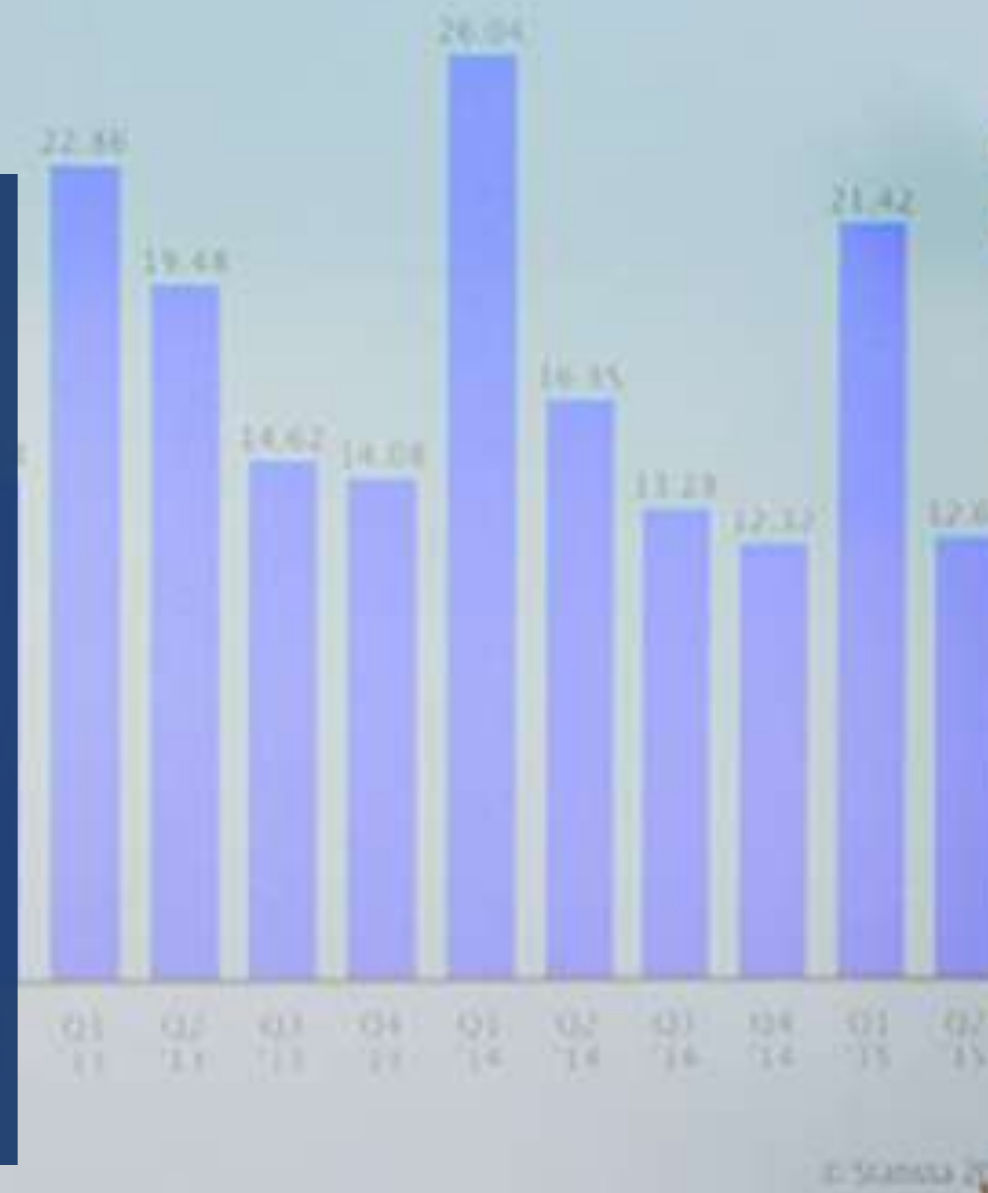
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Kimberly Palmer, Founder, NETWORKX Events



iPad sales



Workshops and keynotes

Topics for presentation

Topic areas

Pitch, win, retain, engage – the future of business development



PURSUITS

Customers want to commoditise you and force your prices down. To win engaging work and profitable business, we need to find the commercial value in what you offer, and pitch it in a way that customers would be crazy not to buy it.



PROPOSALS

Your team regards proposals as paperwork, not an exciting opportunity to win new business. But competitive tenders aren't going away, and your people need to know how to write proposals that win business.



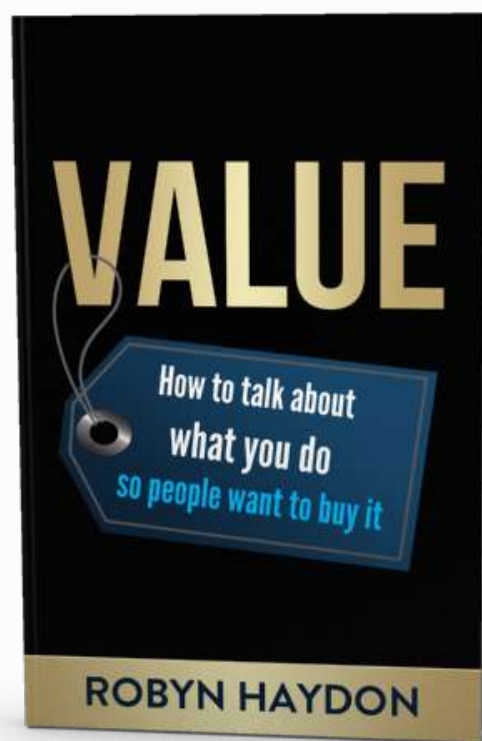
RETENTION

Incumbents are no longer the bright shiny promise full of hope, and are more vulnerable to competition than they think. To keep earning the business you already have, you must build the customer's future in a way they could not achieve alone.



SUPPLIER ENGAGEMENT

Category management has already delivered the big windfalls for procurement, and buyers now need to engage more effectively with their supplier base to create value beyond simply saving costs.



Build Your Commercial Value Proposition

Available as a keynote presentation, half-day workshop and full-day workshop

At any given time, within your business, there are probably four different kinds of work that you could be doing. Work you love, and want more of; good, solid work that pays the bills and keeps the lights on; marginal or painful work; and work that's sending you out of business.

Most of us spend way too much time on the last three kinds, and not nearly enough on the first. But only the work you love will really grow your business – and your margins.

Winning new business in the current environment is tough and competitive. There is no doubt that it is a buyer's market now. With information so easy to come by, buyers are often two-thirds through their decision making process by the time they get to us. And by then we've lost the power to influence them.

If you're in a growth business, you may have a lot of great ideas and many new customers you'd like to pursue, but struggle to find the right way to pitch to them. As a result, opportunities are passing you by, and you're losing ground to competitors. If you're in a mature business, sales for your existing products and services might be declining. The offering is getting stale and outdated, and is in desperate need of a new lease on life.

What you'll learn

This presentation will help you to look at what you do in an entirely new way: from the perspective of how it creates commercial value for customers.

- Discover why you are missing out on opportunities that you really deserve to win
- Unpack the three main drivers and six attributes that create commercial value for customers
- Learn how you can develop a market offering that is so commercially valuable, your target customers would be crazy not to buy it

Topic areas

Business development, sales, marketing, leadership, strategy.

Suitable for

- Start-ups and complex services businesses that are launching new products into the market.
- Organisations in mature industries that are vulnerable to competitors and in danger of becoming commoditised.

Writing Winning Tenders & Proposals

Available as a keynote presentation, half-day workshop and full-day workshop

For most people in business, proposals are not a joy – they’re simply a hassle.

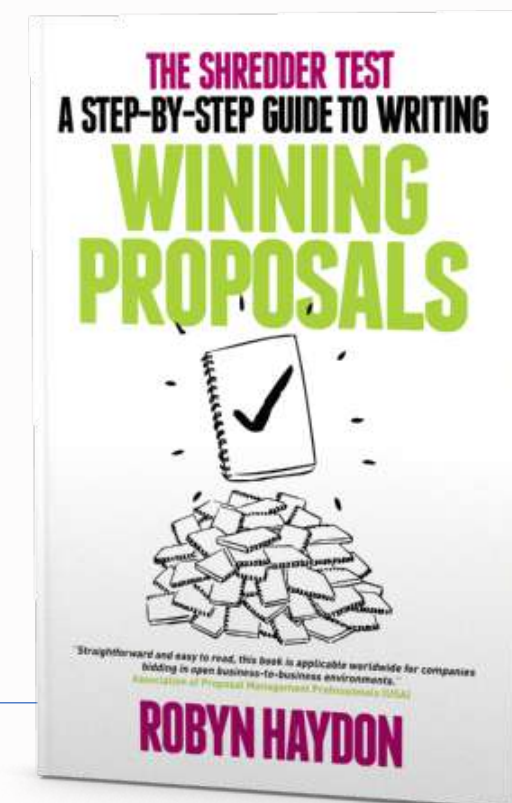
Proposals chew up a lot of your time and resources. You spend hours, days or weeks slaving away over them, and when you lose, there are no prizes for second place. Customers don’t give you useful feedback (or any feedback) and it can be impossible to work out what you’re doing wrong.

This can leave you feeling stuck and frustrated – like being trapped in the movie Groundhog Day.

When you do great work, you deserve to win more work.

Unfortunately, bids, competitive tenders, and proposals are a fact of life that is here to stay. And you don’t want your proposals to be a barrier between you and the work you really deserve to win.

This workshop isn’t just for your sales and marketing team. Engagement wins business – and engagement happens when everyone in your business brings their expertise, energy and excitement to build an offer that customers just can’t refuse.



What you’ll learn

- Learn how to develop a strategy and Purchaser Value Topics that clearly show the customer why they should choose you
- Discover where to find compelling evidence that will prove your case and impress buyers
- Learn simple, step by step techniques for writing persuasively

Topic areas

Communication, business development, sales, marketing, proposals, bids, tenders.

Suitable for

- Organisations that need to refresh their proposals culture and get everyone pulling together to win more business.
- Professionals, managers and subject matter experts who need to lead important bids and/or contribute their expertise to proposals.

Why Proposal Engagement Is The New Frontier For Professional Services Firms

Available as a keynote presentation

In a professional services firm, proposals chew up a big chunk of productive time. When you are not on a billable job, you will usually be pitching for one.

Even if you have marketing support or proposal specialists on staff to support you, they are often fully occupied managing mega-bids for huge opportunities. These are not usually the problem.

The real issue is the routine, bread-and-butter, smaller fee proposals that don't get this level of investment or support; the kind your people have to write themselves, while sitting alone in a cubicle.

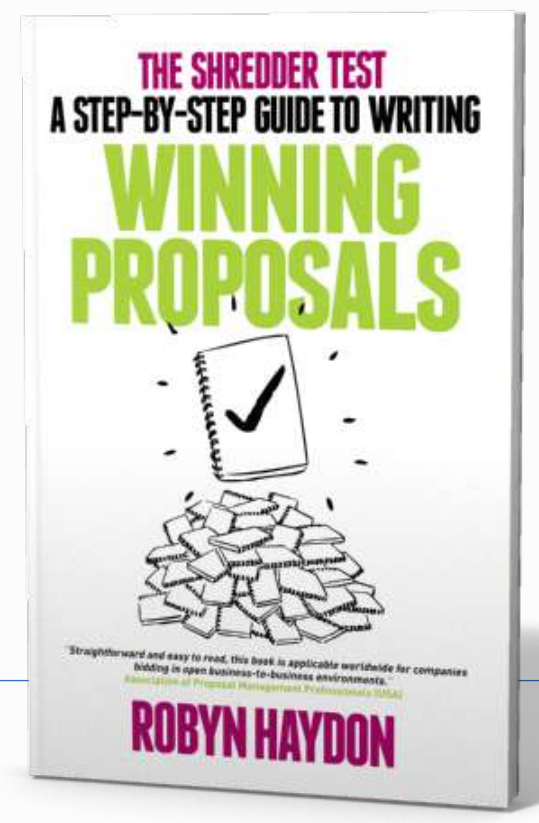
Winning routine proposals is essential to deliver a strong pipeline of future work. Unfortunately, the quality of these proposals can vary enormously, along with the results.

This is not good news for your revenue pipeline. One day, you are looking at reports that tell you there should be a huge amount of business on the horizon. The next day it could all evaporate – into nothing.

So what is really going on here, and what can you do about it?

In professional services, you need to sell the job before you can do the job. Unfortunately, over time, proposals tend to become unexciting rote-work for your people, and your win rates will suffer.

This presentation addresses the emerging issue of employee engagement in proposals, which is essential in professional services firms that rely on fee earners to generate income.



What you'll learn

- The real reason your people don't want to write proposals
- The skills they need to build proposals that resonate with today's buyers
- How to build a culture that celebrates, supports and prioritises winning work

Topic areas

Organisational culture, leadership, business development, sales, proposals, bids, tenders

Suitable for

Strategy conferences, team retreats, internal sales and marketing meetings in professional services firms

Ready to Re-compete: Retain your most important contracts and customers

Available as a keynote presentation, half-day workshop and full-day workshop

If your biggest customer put their business up for competition tomorrow, would you be ready? What story would you tell? How effective would that story be in helping you to win again?

With the rise of compulsory competition through bids and tenders, many businesses are feeling the pressure of having to compete again for contracts and customers they already have – and have worked very hard to maintain.

Business development advisor Robyn Haydon, author of Winning Again, works with suppliers to win and retain multi-million dollar contracts through bids and tenders. She is in constant contact with the procurement system, sees the outcome of buying decisions every day, and has gained many insights into what keeps customers buying – and what will make them go elsewhere.

This topic will help you to plug in to the challenges of your major customers and develop strategies to position you as the clear winner when you need to compete again. It also provides a practical guide to operationalising innovation, best practice and continual improvement in the context of major customers and sales.



What you'll learn

- Discover the assumptions that may be holding you back from retaining and growing business with your most important customers
- Explore what customers REALLY expect from long-term business relationships and how to develop true customer partnerships in an era of rapid change
- Identify business-winning ideas to leverage your incumbency advantage with existing contracts and customers

Topic areas

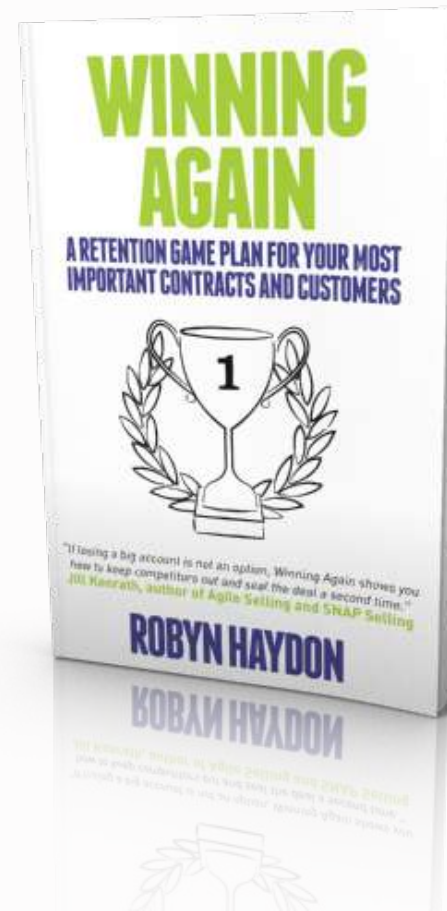
Customer and client retention, customer loyalty, customer satisfaction, innovation, leadership, sales, marketing.

Suitable for

This topic is ideal for CEO groups and business group networking meetings, company sales and marketing retreats, and internal customer centricity, leadership and business development programs.

Win More Work With Existing Customers

Available as a half-day workshop or full-day workshop



In the built environment, your current contract or project is a stepping stone to the next one. Doing great work and having great relationships with customers is important, but it isn't enough.

The market is competitive, and others want the work too. Customers are demanding and they always have a choice.

How do you build on your great work and great relationships to fill your pipeline, and win the contracts and projects you deserve to win? What more can you do to secure future work for your firm?

This workshop is designed for customer-facing built environment specialists who are responsible for project delivery, customer relationships and winning ongoing work, including engineers, architects, project managers, planners, environmental scientists and quantity surveyors.

In this workshop you'll learn how to build strong long-term partnerships with clients that endure through the competitive project bidding cycle.

What you'll learn

- What customers really expect from incumbent suppliers and ongoing commercial relationships
- How to build a strategic plan and pipeline of work with your most important customers
- How to demonstrate excellence in your existing projects and contracts
- The skills to translate "lessons learned" from past work into a commercial strategy that positions you for new work
- A framework to think commercially, and make the connection between what you do, and what makes commercial sense for customers to buy
- How to communicate effectively with customers in a way that positions you as a trusted advisor
- Tactics to sidestep competition and avoid being commoditised on price

Topic areas

Business development, new business positioning, customer retention and growth, selling for professionals, communication skills

Suitable for

Professional development of technical and customer-facing staff who are responsible for project delivery, customer relationships and winning ongoing work, including engineers, architects, project managers, planners, environmental scientists and quantity surveyors.

Supplier Engagement: Future-proof your business by unlocking the value in your supplier relationships

Available as a keynote presentation and full-day workshop

Value creation is the next frontier in procurement, and buyers are starting to understand that they could be generating a lot more value from their suppliers if they only understood what really makes them tick.

The way that buyers manage contracts with their suppliers tends to over-emphasise operational considerations, and underplay the commercial interests that exist in all business relationships. As a result, buyers and contract managers often aren't thinking enough about the elements of value that are needed to sustain these relationships, and don't fully appreciate the complex, overarching tensions that exist between them and their suppliers.

This topic will help the people in your business who buys products and services to reduce friction in your supplier relationships; build trust and understanding; and establish a platform for the co-creation of value with your suppliers.

You'll end up with more constructive working relationships, better outcomes for service end-users and other stakeholders, more innovation, and a culture of collaboration that benefits all parties.

What you'll learn

- The 7 things your suppliers would love you to know, but are too afraid to tell you
- The art of give and take; designing SLAs and contracts for leverage and flexibility
- How to identify value drivers and value attributes (yours and theirs)
- How to work with your suppliers to co-create value that benefits everyone
- What needs to shift and change in your culture to make this happen

Topic areas

Procurement, leadership, innovation, collaboration, value creation.

Suitable for

This topic is ideal for procurement industry functions, and staff development programs within large corporates and government departments.

More information

Here's a few extra things to know...

Optional extras

Choose from a number of optional extras to make your workshop or event a success, including:

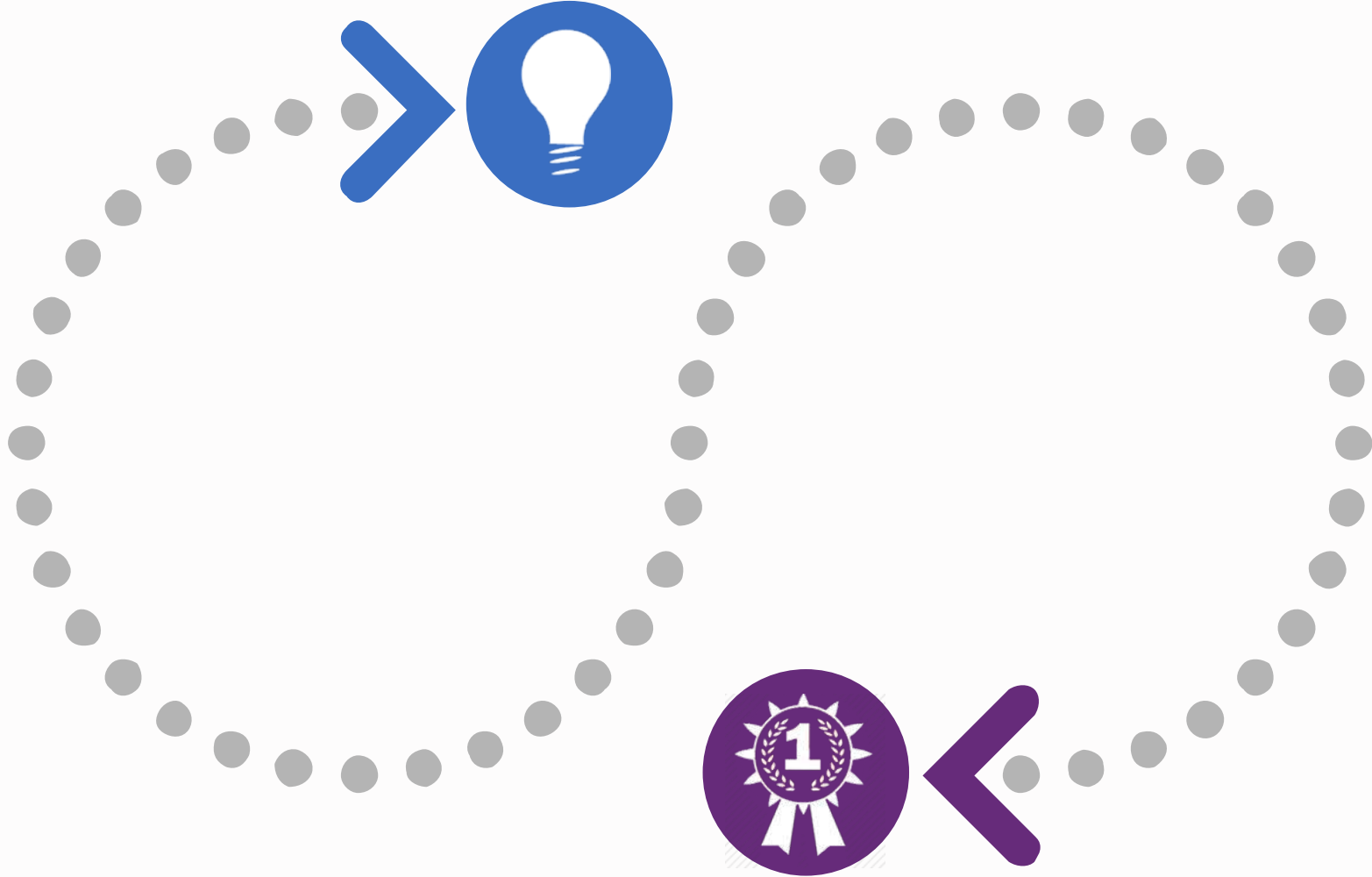
- Purchase copies of Robyn's books for your attendees at a discount from RRP
- Purchase coaching sessions for executives or staff
- Optional on-boarding and/or debriefing webinars

Essential equipment

For most presentations and workshops, Robyn will require a data projector, whiteboard and flipchart. For audiences larger than 30 people, a wireless microphone is also required.

Travel and logistics

Robyn flies from Melbourne, Australia. Travel and accommodation expenses are charged at cost, with receipts provided. Travel is economy class for flight durations of less than 4 hours, and business class for longer distances.



Contact us

Ready to book your next event?



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Social Media

<https://twitter.com/robynhaydon>

<https://au.linkedin.com/in/robynhaydon>