



# BUSINESS DEVELOPMENT AND COMMUNICATION SKILLS TRAINING PROGRAMS

ROBYN HAYDON

# WELCOME



If your teams need the skills and confidence to win new business, to write winning tenders and proposals, to lead contract renewals and win more work with the customers you already have, or to communicate more effectively at work – then you have come to the right place.

Since 2001 I have trained hundreds of people in commercial businesses, professional services firms, and non-government organisations, which has helped them to win and retain hundreds of millions of dollars worth of business.

I love helping people who do great work to win more work, to achieve greater influence, and to break down the barriers that stand between them and the outcomes they deserve.

This brochure contains eight training programs across three skill domains - winning business, retaining and growing business, and communication skills. With thirteen different delivery options, there is sure to be one that is right for you and your team.

**ROBYN HAYDON**

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# PROGRAM OPTIONS

## WINNING BUSINESS

Code	Course	Full day	Half day	Live Webinar series
WB01	Master Class in Writing Winning Tenders and Proposals	Y	Y	Y
WB02	Bid Leadership		Y	
WB03	Building Customer Value Propositions		Y	

## RETAINING AND GROWING BUSINESS

Code	Course	Full day	Half day	Live Webinar series
RB01	Contract Leadership for operational leaders	Y	Y	
RB02	Contract Leadership for NGOs	Y	Y	
RB03	Win More Work With Existing Customers	Y		

## COMMUNICATIONS SKILLS

Code	Course	Full day	Half day	Live Webinar series
CS01	Persuasive Writing		Y	Y
CS02	Influence For Managers		Y	

*"Robyn's ability to create and develop workshops that hit-the mark is astonishing."*

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

# WRITING WINNING TENDERS AND PROPOSALS

**WB01**

<b>Duration</b>	Full-day or Half-day workshop or live webinar series
<b>Class Size</b>	Max 15 participants (Full-day) or 20 participants (Half-day)
<b>Location</b>	Onsite, or at your conference or offsite venue. Webinar delivery also available.

**Do your people need to write proposals to win work? This value-packed, fast-paced program will give them the skills, frameworks and confidence to develop compelling, customer-focused proposals that win more business, more often – and spend less time doing it.**

## LEARNING OUTCOMES

- Understand what makes a successful proposal and achieve higher evaluation scores
- Differentiate your proposals from competitors
- Craft key messages that sell your win strategy
- Apply persuasive writing frameworks for Executive Summaries, selling the value in your fees, and substantiating claims with evidence
- Structure your writing for clarity, readability and impact within restrictive customer response formats and word limits
- Speed writing techniques to get words on paper faster
- Invest your time where will help you win

## TARGET AUDIENCE

This program is ideal for people at all levels who need to write and lead tender responses, submissions or proposals to win work. This includes technical professionals, salespeople, marketers, estimators, specialist bid writers, proposal coordinators and proposal production staff.

## WHAT IS INCLUDED

- Online preparatory questionnaire
- 30-minute live introductory webinar (Full-day equivalent programs only)
- Facilitated Full-day or Half-day workshop or live webinar series
- Printed workbooks for all participants
- Writing coaching and feedback for all participants
- A copy of *The Shredder Test: a step-by-step guide to writing winning proposals* for all participants in electronic (iBooks and Kindle) format

## OPTIONAL EXTRAS

- Pre-training proposal review report
- Post-training live bid coaching and feedback

***“Last year we invested in training with Robyn Haydon in order to improve our proposals and increase our conversion rate. We loved the training and took on all the advice. Proposal conversion increased considerably, which was a great result. Recommended highly!”***

**Dr Denise Hamblin, National FMCG Director, Colmar Brunton**



# BID LEADERSHIP

WB02

<b>Duration</b>	Half-day workshop
<b>Class Size</b>	Max 15 participants
<b>Location</b>	Onsite, or at your conference or offsite venue

**Leading successful bids is a strategic, commercial and people game. Strategically, bid leaders need the skills and frameworks to position against competitors and develop a compelling strategy to win. Commercially, leaders must achieve a good outcome for your business, and manage the expectations of consortium partners and subcontractors. To get the best out of their team, bid leaders also need to know what 'good' looks like, and be able to coach and inspire contributors to give discretionary effort to submissions that often come on top of their day job.**

## LEARNING OUTCOMES

- Determine what the customer most wants, what your organisation can best deliver, and what positions you best against competitors
- Articulate three key reasons why the customer should choose you and write Executive Summaries that sell your strategy
- Inspire and coach your team to produce winning submission content
- Set realistic expectations for bid contributors and partners
- Keep your team in line and on time

## TARGET AUDIENCE

This program is designed for technical professionals, team leaders, middle managers and senior leaders who need to lead bids to win work.

## WHAT IS INCLUDED

- Facilitated Half-day workshop plus printed workbooks for all participants
- License and tools to use Robyn's repeatable Purchaser Value Topics development methodology
- A copy of *The Shredder Test: a step-by-step guide to writing winning proposals* for all participants in electronic (iBooks and Kindle) format

## OPTIONAL EXTRAS

- Pre-training proposal review report
- Post-training live bid coaching and feedback

*"98% of our revenue can be attributed to business we have won through formal submissions and competitive tenders. Since working with Robyn, we have won contracts in excess of \$100m. Her knowledge, guidance and hands-on help has been instrumental in our journey towards maturity as a bidding organisation with a very high success rate."*

**Michael Abela, CEO Skybridge**

# BUILDING CUSTOMER VALUE PROPOSITIONS

WB03

Duration	Half-day workshop
Class Size	Max 20 participants, working in up to 5 customer teams
Location	Onsite, or at your conference or offsite venue

**Winning new business is a case of ready-aim-fire. But most of us spend way too much time in the ‘aim and fire’ part (targeting customers and firing off pitches and proposals) without really making the connection between what we know and do, and what makes commercial sense for the customer to buy. As a result, too many new business pursuits are delayed, stall, or are lost to no decision – an opportunity cost that commercial businesses, professional services firms and NGOs can never recover.**

## LEARNING OUTCOMES

Working in teams on a specific customer or opportunity, you will:

- Apply Challenger Sale principles by showing customers how you can help them to compete better or do business better
- Learn how customers buy with their gut, head and heart
- Develop commercial conversations with customers based on their key drivers
- Translate your product or service to fit six attributes that create customer value
- Build your commercial value proposition for a key customer or market

## TARGET AUDIENCE

This program is ideal for customer-facing staff who are responsible for positioning your business to win new business, including technical professionals, account managers and salespeople.

## WHAT IS INCLUDED

- Online preparatory questionnaire
- Facilitated Half-day workshop
- Printed workbooks for all participants
- A copy of *Value: how to talk about what you do so people want to buy it* for all participants in electronic (iBooks and Kindle) format

*“Robyn helped us get two new business strategies off the ground and out in the market. Her ability to workshop a pitch, drawing out the key selling points and applying the customer's paradigm was instrumental in developing a clear and concise message. I highly recommend working with Robyn.”*

**Nicholas Dal Sasso, Managing Director, Ecotech**

# CONTRACT LEADERSHIP FOR OPERATIONAL LEADERS

**RB01**

<b>Duration</b>	Full-day or Half-day workshop
<b>Class Size</b>	Max 15 participants (Full-day) or 20 participants (Half-day)
<b>Location</b>	Onsite, or at your conference or offsite venue

**It's expensive to win new business, so existing customers are more important than ever. But keeping them is a real challenge when customers are looking for the next big thing, competitors are hungry for the business, and your operational staff are trapped in managing day-to-day delivery.**

### LEARNING OUTCOMES

- Understand why incumbents are vulnerable, and what your 'incumbency advantage' really is
- Apply Challenger Sale principles by showing customers how you can help them to compete better or do business better
- Demonstrate value that goes beyond operational excellence, and delivering what the customer is paying you for
- Develop a plan to retain and grow your most important customer or contract
- Build your competitive advantage and margins

### TARGET AUDIENCE

This program is designed to give your operational and customer-facing people the framework, skills, and confidence to create value, lead contract renewals and grow business with your existing customers.

### WHAT IS INCLUDED

- Online preparatory questionnaire
- 30-minute live introductory webinar (Full-day only)
- Facilitated Full-day or Half-day workshop
- Printed workbooks for all participants
- A copy of *Winning Again: a retention game plan for your most important contracts and customers* for all

*"Today we pitched for a \$140k account where we were unsuccessful 3 years ago. Before that we had held it for 6 years, and then THUD!! - we lost.*

*We re-pitched today using what I learned through Winning Again, and for the first time in 18 years of business got a call back on the same day saying we had won! Thank you Robyn!"*

**Mike Allen, Managing Partner, Centre for Organisation Development**

# CONTRACT LEADERSHIP FOR NGOS

**RB02**

<b>Duration</b>	Full-day or Half-day workshop
<b>Class Size</b>	Max 15 participants (Full-day) or 20 participants (Half-day)
<b>Location</b>	Onsite, or at your conference or offsite venue

**Non-Government Organisations (NGOs) face particular challenges in retaining government funding. This includes an environment where fewer block-funded contracts and grants are available; funds are being redirected into schemes like the NDIS, which are based on client choice; and government is demanding greater evidence of the outcomes and efficacy of service providers' work.**

## LEARNING OUTCOMES

- Understand why your government-funded programs and contracts are vulnerable, and what your 'incumbency advantage' really is
- Demonstrate outcomes and evidence of the efficacy of your work
- Apply Challenger Sale principles by showing government stakeholders how you can help them to deliver value for money in an environment of growing demand
- Demonstrate value that goes beyond operational excellence
- Develop a plan to retain and grow your most important programs and contracts
- Build your competitive advantage and margins so you can direct more funds into the delivery of innovative client services

## TARGET AUDIENCE

This program is designed to give NGO frontline leaders and program managers the framework, skills, and confidence to create value, lead program and contract renewals, and grow government-funded business for your organisation.

## WHAT IS INCLUDED

- Online preparatory questionnaire
- 30-minute live introductory webinar (Full-day only)
- Facilitated Full-day or Half-day workshop
- Printed workbooks for all participants
- A copy of *Winning Again: a retention game plan for your most important contracts and customers* for all

*"I have been at ACSO for 23 years and Robyn started working with us seven years ago. We started thinking about business development differently, including training our team leaders and program managers to understand there is a business development aspect to their role. In that time, we have gone from an organisation turning over \$15 million to \$40 million."*

**Guy Cooper, National Business Development Manager, ACSO**



# WIN MORE WORK WITH EXISTING CUSTOMERS

**RB03**

<b>Duration</b>	Full-day workshop
<b>Class Size</b>	Max 15 participants
<b>Location</b>	Onsite, or at your conference or offsite venue

**Doing great work and having great relationships with customers is important, but it isn't enough to win more work. The market is competitive, and others want the business 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?**

## LEARNING OUTCOMES

- Understand what customers really expect from ongoing commercial relationships
- Build a strategic plan and pipeline of work with your most important customers
- Demonstrate excellence in your existing projects and contracts
- Translate “lessons learned” from past work into a commercial strategy that positions you for new work
- Think commercially and make the connection between what you do, and what makes commercial sense for customers to buy
- Communicate effectively with customers in a way that positions you as a trusted advisor
- Sidestep competition and avoid being commoditised on price

## TARGET AUDIENCE

This program is designed for professionals in project-based industries who are responsible for project delivery, customer relationships and winning ongoing work.

## WHAT IS INCLUDED

- Online preparatory questionnaire
- 30-minute live introductory webinar
- Facilitated Full-day workshop
- Printed workbooks for all participants
- Copies of *Value: how to talk about what you do so people want to buy it* and *Winning Again: a retention*

***“Customers don’t buy, they hire us to make progress in their world. A clear framework for understanding what is important to the customer, and Robyn has a wealth of knowledge in this.”***

**Stefanus Irwanto, Southern Branch Manager, Ecotech**

# PERSUASIVE WRITING

CS01

<b>Duration</b>	Half-day workshop or live webinar series
<b>Class Size</b>	Max 20 participants
<b>Location</b>	Onsite, or at your conference or offsite venue. Webinar delivery also available.

**The ability to influence others is an important business skill. Yet most of us are taught to write descriptively, not persuasively. This leads to documents that are long, dry and boring, and that don't hit the mark with your audience. In this fast-paced persuasive writing program, you will learn how to write persuasive documents that achieve the outcomes you are looking for.**

## LEARNING OUTCOMES

- Understand your audience and their information needs
- Craft persuasive messages
- Substantiate your claims with evidence
- Structure your writing for clarity, readability and impact
- Position and ask for your desired outcome
- Speed writing techniques to get words on paper faster

## TARGET AUDIENCE

This program is ideal for anyone whose role requires regular written communication, including writing emails, reports, business cases, or contributing content to proposals.

## WHAT IS INCLUDED

- Online preparatory questionnaire
- Facilitated Half-day workshop or live webinar series
- Printed workbooks for all participants
- Writing coaching and feedback for all participants
- A copy of *The Shredder Test: a step-by-step guide to writing winning proposals* for all participants in electronic (iBooks and Kindle) format

***"Just excellent. The first training session that I have literally put into practice the next day. The real examples and frameworks make it so easy to see how this is applicable... there were so many a-ha moments!"***

**Ben Quick, Colmar Brunton Research**

# INTERNAL INFLUENCE FOR MANAGERS

CS02

Duration	Half-day workshop
Class Size	Max 20 participants (team workshop), max 10 participants (manager-only workshop)
Location	Onsite, or at your conference or offsite venue

**What is the true value of the work you do? Do your internal customers and stakeholders really understand the value that you or your team delivers? This workshop will help you see your work in an entirely new way: from the perspective of how it creates commercial value. This is the proven framework that companies use to sell themselves into multi-million dollar contracts and projects – and it works for internal influence too.**

## LEARNING OUTCOMES

- Apply Challenger Sale principles that demonstrate how you can help internal customers and stakeholders to compete better or do business better
- Influence at three levels (gut, head and heart)
- Explain the value of your work in the context of how it creates customer and stakeholder value
- Have customer-focused conversations that value your stakeholders' time
- Achieve buy-in for your initiatives and projects

## TARGET AUDIENCE

This program is designed for teams or managers who work with internal customers and stakeholders, and who need to develop the personal and interpersonal skills to have effective conversations that achieve buy-in to their initiatives and projects.

## WHAT IS INCLUDED

- Online preparatory questionnaire
- Facilitated Half-day workshop
- Printed workbooks for all participants
- Writing coaching and feedback for all participants
- A copy of *Value: how to talk about what you do so people want to buy it* for all participants in electronic (iBooks and Kindle) format

***"This morning's session was fabulous! Useful, insightful and inspiring. Definitely the top seminar in my last 3 years plus."***

**KK Ong, Jetstar Airways (Project Management Institute workshop)**

# TRAINING AND FACILITATION CREDENTIALS



## ROBYN HAYDON

Robyn is one of Australia's leading thinkers in the area of business development and specialises in helping organisations to navigate the treacherous waters of the competitive bidding system.

Her clients have won and retained hundreds of millions of dollars worth of business with many of Australia's largest corporate and government buyers including ANZ Bank, ATO, BHP Billiton, Centrelink, Commonwealth Bank, Dept of Defence, Dept of Employment, Dept of Health, Dept of Justice, Dept of Human Services, NBN Co, News Ltd, Optus and Woolworths.

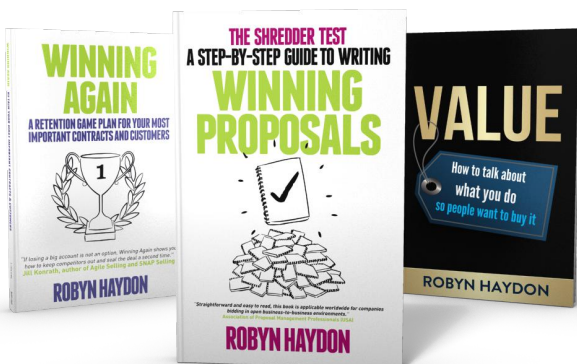
Robyn is the author of three books on communication and business development, including Value, Winning Again and the Australian Institute of Management bestseller The Shredder Test: a step-by-step guide to winning proposals.

She is a regular workshop facilitator for Engineering Education Australia and for Consult Australia, the peak body for the built environment. Through these programs she has taught business development and proposal-writing skills to engineers of all disciplines, as well as architects, quantity surveyors, project managers, planners, and environmental scientists.

Robyn is also a popular speaker on business development topics for The Executive Connection (TEC), which provides leadership mentoring and business coaching to Chief Executives, Managing Directors, senior executives and business owners. TEC speaking involves the delivery of three-hour workshops targeted to C-suite issues. Since 2015, Robyn has delivered workshops to more than 20 TEC groups around Australia, together containing almost 250 senior leaders.

The Master Class in Writing Winning Tenders and Proposals is one of Robyn's most popular programs, and has been delivered in both face-to-face and webinar formats since 2011. During this time, Robyn has trained more than 160 people in her public Master Class program, and several hundred more through in-house delivery of the Master Class for firms in the professional services, commercial, and NGO industries.

Robyn has a warm and engaging training style, and the ability to connect with people at all levels - from junior staff to the C-suite. She holds a Certificate IV in Training and Assessment and is a member of the Institute for Learning Professionals.



# WHAT ROBYN'S TRAINING PARTICIPANTS SAY

## MARKET RESEARCH AGENCY

*"Loved the framework to work out the 'minimum viable pitch strategy'."*

*"Lots of great ideas about how we can improve our proposals – we need to change!"*

*"I learned that we CAN challenge the norms we've been working to, and evolve and improve our proposals to win business."*

## EDUCATION & TRAINING PROVIDER

*"Many great concepts and examples to guide future tender writing. I learned that it's a process, and there are effective and ineffective ways to use my energy."*

*"Very impressed...Robyn really knows her content and was a fantastic facilitator, great energy, real knowledge and the ability to explain and apply."*

*"I feel more confident getting senior buy-in up-front and selling to client needs – it's not all about us. Genuine workshop approach, with lots of learning in half a day."*

## MARKET RESEARCH AGENCY

*"10 out of 10! Practical suggestions to think differently about proposals, including how to communicate our inherent value."*

*"Practical advice and tips, relevant to industry, and a reminder to consider competitors and our competitive advantage."*

*"Great, relevant guidance for our business with clear, actionable feedback."*

## BUILT ENVIRONMENT FIRM

*"A very useful workshop, with a transferable framework for discussions with the fee earners to establish bid strategy earlier in the process."*

*"Time saving strategies and ideas on how to make a submission stand out from the crowd. The diagrams and examples were succinct and really relevant to things I have trouble with. Loved it, feel excited to take on some new ideas."*

*"I now understand where our bids are lacking and feel we have identified where we can confidently up our game, which makes me more confident and prepared about doing this aspect of my work."*

## MINING ENGINEERING FIRM

*"I learned how to have commercial conversations with clients that show them value over the term of our relationship."*

*"I liked the gut/head/heart exercise, a very insightful look into connecting with a client."*

*"Loved the structure and framework Robyn gave to develop our thinking, as well as ways to improve customer touch points and have meaningful conversations that solve the customer's 'big gnarly' problems. I give it 10 out of 10!"*



# WHAT ROBYN'S TRAINING CLIENTS SAY

*"Last year we invested in training with Robyn Haydon in order to improve our proposals and increase our conversion rate. We loved the training and took on all the advice. Proposal conversion increased considerably, which was a great result. Recommended highly!"*

DR DENISE HAMBLIN, NATIONAL FMCG  
DIRECTOR, COLMAR BRUNTON

*"Robyn's ability to create and develop workshops that hit-the-mark is astonishing."*

HENRY LA MOTTA, TENDERING FOR SUCCESS  
NATIONAL MANAGER, TENDERLINK.COM

*"When Robyn presented to my TEC group she did the two things that good speakers do. She challenged the members to think and she gave them a process to apply to their own circumstances. She is one of the speakers that the group keep referring back to as someone that changed them. Since then she has gone on to work directly with one of the members. She has helped transform that business and its relationship with their key client."*

MIKE LOGAN, CHAIR, TEC 401 (TAMWORTH)

*"Your session was perfect. Just what we needed – and set the scene for a great day!"*

MIKE PEPPERELL, MANAGING CONSULTANT,  
CONSULTING & IMPLEMENTATION  
SOLUTIONS

*"On behalf of the Stellar team, a sincere thank-you for the quality of the proposal review report and recommendations, for facilitating yesterday's session and for helping us build a concrete plan to address our opportunities. Your professionalism, knowledge and approach is greatly appreciated by all of us, and fair to say we are pretty excited about making a range of changes to improve our business success."*

MATTHEW RYAN, GENERAL MANAGER,  
CUSTOMER SOLUTIONS, STELLAR BPO

*"In positioning us to re-compete for a multi-million dollar contract, I learned more from Robyn than in the whole time I spent undertaking my MBA!"*

JULIE BECKERS, GENERAL MANAGER,  
MAS NATIONAL


# TRAINING CLIENTS



BALDASSO CORTESE







# BUSINESS DEVELOPMENT AND COMMUNICATION SKILLS TRAINING ROBYN HAYDON

CONTACT US FOR A QUOTE AND TO DISCUSS YOUR TRAINING NEEDS

ROBYN  HAYDON

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