

WIN MORE WORK with existing customers

A one-day training program for technical, creative and consulting professionals in industries that rely on winning ongoing project-based work

- ✓ Build a strong pipeline of future work for your firm
- ✓ Become the preferred supplier for your most important customer
- ✓ Increase your probability of winning the work you want
- ✓ Avoid the trap of 'quote and hope'
- ✓ Build your professional success and your career

"10 out of 10! Great tips on the various elements and structure of a pitch, with several that can be immediately applied. As a group we have absorbed this together and are on the same page – an interactive and collaborative format."

**Jo Dane,
Woods Bagot**

"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**

"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 repitched today using what I learned from Robyn, and for the first time in 18 years of business got a call back on the same day saying "it's all yours!!!!"

**Mike Allen,
Centre for Organisation
Development**

Win More Work From Existing Customers

This program is designed to give technical, creative and consulting professionals the skills and confidence to win ongoing work with their most important customers.

In project-based industries, your current job 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 program will help you to build a retention and growth plan for your most important customer, give you the skills and confidence to replicate this for other 'dream' clients, and build a strong pipeline of future work for your firm.

What you will learn

In this interactive, informative and value-packed one-day program, you will learn how to build strong long-term partnerships with clients that endure through the competitive project pitching or bidding cycle. We will cover how to:

- Understand what customers really expect from incumbent suppliers and 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, and
- Sidestep competition and avoid being commoditised on price

Who should attend

This program is ideal for professionals that need to continually pitch for new projects with existing customers, or win work from preferred supplier panels.

- Built environment professionals, such as engineers, builders, architects, project managers, planners, environmental scientists and quantity surveyors
- Creative professionals, such as marketing and PR agency professionals, event planners, and graphic designers
- Consulting professionals, such as management, change, and leadership consultants and market researchers

Investment

\$890 inc GST. This includes two of Robyn's books on business development – *Value: how to talk about what you do so people want to buy it*, and *Winning Again: a retention game plan for your most important contracts and customers*.

Win More Work With Existing Customers is also available as an in-house program. Email info@robynhaydon.com for a confidential chat about how this program could work for your team.

Win More Work With Existing Customers

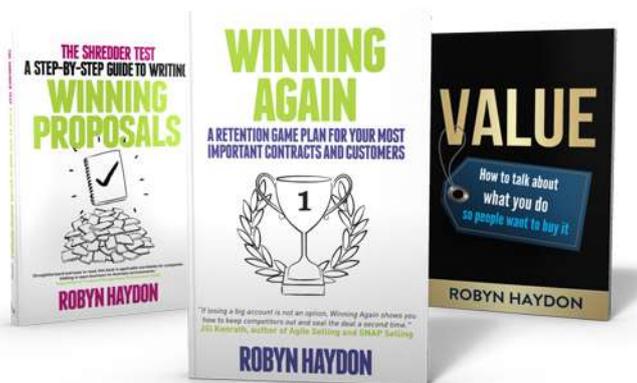
About the facilitator

Robyn Haydon is a business development consultant who helps people who do great work to win more work. She facilitates a range of programs on the topic of customer retention and growth.

As a business development consultant specialising in competitive bids and tenders, Robyn's customers have won hundreds of millions of dollars worth of business with many of Australia's largest corporate and government buyers.

She works with firms in the engineering, project management, construction, logistics, IT, creative, consulting and health and human services industries.

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



"Winning Again offers solid advice on how to retain business again (and) holds universal truths for any company wishing to keep a client."
Association of Proposal Management Professionals

"Value delivers just that. Focused on exploring the psychological nuances of being a sales or new business person in today's commoditised market, (Value) offers practical advice on how to build and communicate value offerings. A recommended read."
Australian Institute of Training and Development

What others have to say:

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

"Helped me to get inside the head of the buyer and get an edge over our competitors by concentrating on the 'above the line' behaviours that clear winners demonstrate."

"I liked the gut/head/heart exercise, a very insightful look into connecting with a client. Our level of positioning is so important in not just building business, but maintaining business."

"I learned the importance of the gut (3-2-1) in the pitch and to work more on the relationship and client's business than on their projects."

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