



About the speaker – Robyn Haydon

Robyn is one of Australia's leading thinkers in the field of business development.

She is the author of three books on business development-related topics, 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 works with leaders of complex, service-based 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, 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.

She also speaks regularly around Australia for CEO groups, including The Executive Connection (TEC) and at client in-house strategy workshops and conferences.

Robyn can help you with:

- Business development strategy
- Positioning and commercial value propositions
- Bid and pitch strategy
- Organisational bid capability
- Retention and growth strategy for contracts subject to competitive tender
- Customer advocacy skills for operational staff and contract delivery teams
- Training for Bid Leaders & proposal writers
- Keynote presentations and workshops

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