



Winning Again: A retention game plan for your most important contracts and customers

Robyn Haydon

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BEAT INCUMBENCY DISEASE, MAKE COMPETITORS IRRELEVANT & STAY NO. 1 WITH YOUR MOST IMPORTANT CONTRACTS AND CUSTOMERS When you win business through a formal bid or tender, you will need to retain it that way too. But only about 50% of incumbent contract holders actually keep their contracts when it comes time to re-compete. That's a scary number, and usually it isn't because they are doing a bad job - in fact, most are doing quite a good job. Incumbents lose because they're still doing the same job as they were at the start of the contract, and this just doesn't cut it with customers any more. The prospect of failing on a re-compete bid is always a reality. But if you're a CEO, business owner or senior manager with revenue responsibility, clearly this is not an option. The work and thought that positions you as the clear winner needs to start well before the Request for Tender, and incumbency is only an advantage if you choose to use it. *Winning Again* shows you how to leverage your incumbency advantage, put compelling new ideas in front of the customer, and retain the business you simply can't afford to lose. "If losing a big account is not an option, *Winning Again* shows you how to keep competitors out and seal the deal a second time." - Jill Konrath, author of *Agile Selling* and *SNAP Selling* Praise for Haydon's first book *The Shredder Test: A Step-by-Step Guide to Writing Winning Proposals*: "A quick way to learn a great deal about proposal writing...excellent value...highly recommended." Australian Marketing Institute "What's your strike rate when it comes to successful submissions? If it's less than 100%, you could learn something from *The Shredder Test*. The chapter summaries are excellent...a concise, useful read." *The Age* Newspaper "Strategies, tactics, how-to's and tips that any business can use." *Herald Sun* Newspaper About the Author: Robyn is a business development consultant who specialises in helping organisations to get ready to compete - and re-compete - for important contracts that are won through formal bids and tenders. She is an expert in proposal writing and her first book, "*The Shredder Test*", is an Australian Institute of Management bestseller. Based in Melbourne, Robyn works with organisations on business development programs for their high-value customers, and her clients have won and retained contracts worth hundreds of millions of dollars with many of Australia's largest corporate and government buyers.

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