

Workflow Input

Company	Redstone Civil Pty Ltd — NQ civil earthmoving, Townsville QLD
Input data	Business DNA profile block (Tool 1 output) + Target Client Worksheet (Tool 3)
Target	David Holbrook (fictional) Executive Manager Infrastructure Services Charters Towers Regional Council
Prompt	Research the target contact against the company DNA. Identify the strongest overlap, the best reason to make contact now, and draft a LinkedIn connection message and a formal email option.
AI tool	Claude Sonnet 4.6 (cloud)

Contact Profile

Name	David Holbrook (fictional — created for training exercise)	Organisation	Charters Towers Regional Council
Role	Executive Manager Infrastructure Services	Location	Charters Towers, QLD (280km SW of Townsville)
Portfolio	Roads, Open Spaces Maintenance, Infrastructure Asset Management	Tenure	Newly appointed (fictional scenario: May 2026)
Channel	LinkedIn (primary) → Email (follow-up)	Decision power	Direct authority over civil maintenance supplier selection

Outreach Intelligence

Strongest Overlap	Why Contact Now	Connection Points
- David's portfolio covers Roads and Infrastructure Asset Management — exactly the scope Redstone has delivered for TCC (\$280K Mount Louisa Road) and HSC (\$210K Lannercost Road). - Both councils face the same operational pressures: heat, regional logistics, lean maintenance budgets, and the need for contractors who show up reliably. - Redstone's NQ-based plant and crew means no mobilisation premium and no FIFO risk — a direct fit for Charters Towers' local delivery needs.	- New executive managers spend their first 60–90 days mapping their supplier network and setting maintenance priorities. David is in that window now. - Existing preferred suppliers from the previous manager may not yet be confirmed — an early introduction positions Redstone before the list closes. - Works for Queensland funding cycles often open in Q3. A new EM looking to demonstrate early wins is receptive to capable contractors who can mobilise quickly on short-notice maintenance packages.	- TCC reference: Greg Hollis (Project Manager) can verify Redstone's delivery record on the Mount Louisa Road project — same asset class David manages. - Hinchinbrook Shire Council experience adds a second council reference — signals Redstone works reliably across multiple council relationships. - Owner on site every day — removes the "who will actually show up?" risk that procurement managers cite as their top concern with small contractors.

Draft Messages

OPTION A

LinkedIn Connection Request

Tone: Direct, low pressure, establishes local presence

"Hi David — I've been following the Charters Towers Regional Council infrastructure portfolio. Mark here at Redstone Civil in Townsville — we've recently delivered road and drainage packages for TCC and Hinchinbrook Shire and are well positioned to support your asset maintenance scope. Happy to share a capability summary if it's useful."

■ **Why this works:** Bypasses gatekeepers. References the council name (shows awareness), establishes local NQ identity, offers value (capability summary) without asking for anything. Under 60 words — readable on mobile.

OPTION B

Formal Email

Tone: Professional, references specific capability and project

Subject: Redstone Civil — Local Road & Asset Maintenance Support for Charters Towers

"David,

I'm Mark Redstone, director of Redstone Civil — a Townsville-based civil earthmoving contractor with a track record delivering road and drainage works for Townsville City Council and Hinchinbrook Shire Council.

Given your recent appointment at Charters Towers, I wanted to introduce how we can support your asset maintenance programme. We operate our own plant and crew — no FIFO, no subcontracted teams — and can mobilise to the Charters Towers corridor quickly for both scheduled maintenance and reactive works.

I've attached a short capability summary. Happy to set up a 10-minute call if the timing suits.

Mark Redstone | 0421 553 872 | admin@redstonecivil.com.au"

■ **Why this works:** Names specific councils already worked with (social proof), removes the FIFO objection before it's raised, makes a concrete offer (capability summary + 10-min call) without pushing for a meeting. Use after LinkedIn connection is accepted.

Recommended Sequence

1	Send LinkedIn connection request (Option A) — no note attached, just connect.
2	Once accepted, send a short follow-up message offering capability summary.
3	If no response within 5 business days, send Option B via council email.
4	Attach: Redstone Civil Capability Statement + Plant & Equipment Register.
5	Goal: 10-minute call to introduce Redstone Civil before the preferred vendor list is confirmed for the next maintenance cycle.

Document Ref	FCM-RC-2026-D2	Workflow	Tool 6 — Chaining Workflows (BD Outreach series)
Prepared	09 June 2026	AI Tool	Claude Sonnet 4.6
Series	D2 — First Contact Message	Status	Draft — ready to personalise and send

David Holbrook is a fictional character created for CDD 7 Tools training. Charters Towers Regional Council is a real Queensland local government authority. This document simulates a BD outreach brief produced by the Chaining Workflows tool. Redstone Civil Pty Ltd is a fictional practice company — all data is illustrative only.