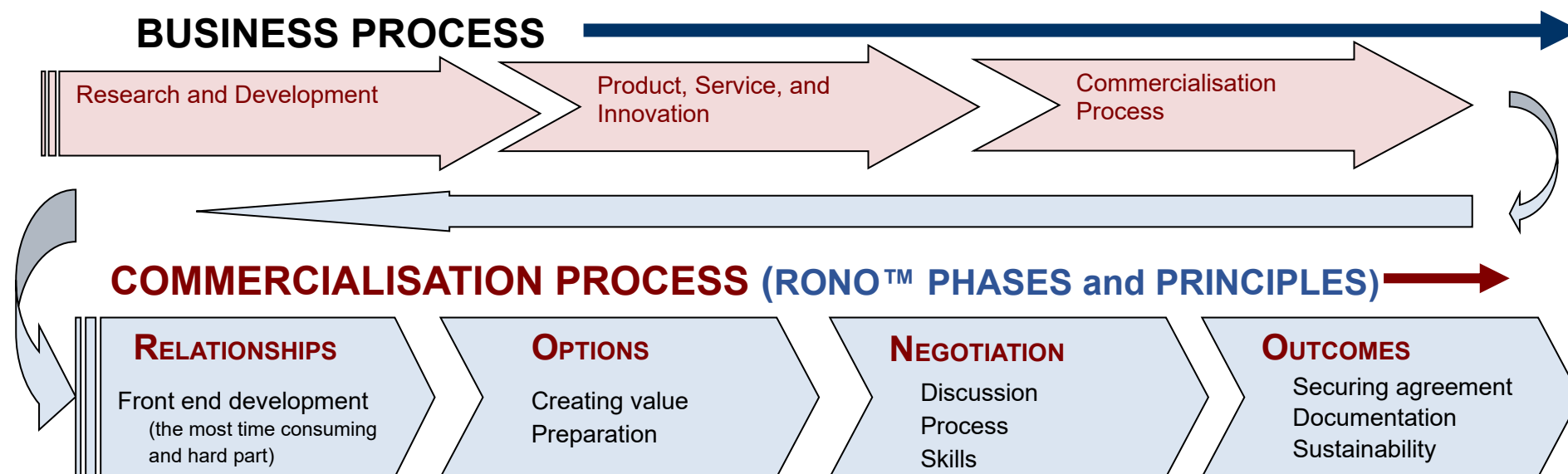


HOW RONO™ FITS IN THE COMMERCIALISATION PROCESS*



RELATIONSHIPS	OPTIONS	NEGOTIATION	OUTCOMES
<ul style="list-style-type: none"> Customers - creating options Maintaining dialogue, cultural sensitivities Generate interest Gather information Drivers and competition Capability and adding value Building trust Image, credentials, and skill match Securing commitment to meet 	<ul style="list-style-type: none"> Team Selection Creating options Research and analysis Understanding your customer Strategy development Argument exploration and testing Having no option Identify negotiating terms Preparing opening position 	<ul style="list-style-type: none"> Location and negotiation start Opening strategy Strategy in discussions Summarise regularly Granting concessions Tactics management Negotiation style Positive approach and standards 	<ul style="list-style-type: none"> Managing customers, relationship remediation Closing strategies Troubling closing situations Late modification/rejection Formal documentation drafting Final agreement and feelings RONO™ Business Sustainability from here

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