

HOW RONO[®] FITS IN THE COMMERCIALISATION PROCESS*



← BUSINESS PROCESS



COMMERCIALISATION PROCESS (RONO[®] PHASES and PRINCIPLES)



Front end development (the most time consuming and hard part)

- 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

Creating value, preparation

- 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

Discussion, process, skills

- Location and negotiation start
- Opening strategy
- Strategy in discussions
- Summarise regularly
- Granting concessions
- Tactics management
- Negotiation style
- Positive approach and standards

Securing agreement, documentation, sustainability

- Managing customers, relationship remediation
- Closing strategies
- Troubling closing situations
- Late modification/rejection
- Formal documentation drafting
- Final agreement and feelings
- RONO[®] Business Sustainability from here