



RONO[®] Commercial Negotiation Process

A Framework for making Australian Defence a 'better customer'

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WHY RONO[™] Ronostrategies.com

RONO[™] is an online business resource with strategies and guidelines for unlocking the rightful value of your high value commercial negotiation process

- Ronostrategies.com contains 180+ flexible strategies [set within 33 Principles, across the four sequential Phases – Relationships, Options, Negotiation, Outcomes \(hence RONO[™] acronym\).](#)
- Strategies are uniquely condensed, formally structured, with many advantages and controls for preserving learning experiences

RONO[™] OFFERS

- By subscribing you, your company, your staff and SMEs have exclusive continual access to a ronostrategies.com website for:
 - mastering your negotiation process, developing business acumen, professionalism
 - up-skilling staff, re-skilling seasoned staff, coaching, help avoid the 'forgetting curve'
 - avoiding costly negotiation strategy and behavioural pitfalls

RONO[™] FOR WHO and WHAT?

- For CEOs, corporate leaders, and SMEs – organisations seeking proper process, professionalism and enduring relationships
- For managing high value procurement processes, international negotiations, and other high value commercial transactions

RONO[™] - CREDIBLE APPROACH TO PROCUREMENT!

- RONO[™] created, developed and trademarked by Ecco Consulting Pty. Ltd
- Strategies based on real-life experiences from Ecco's 25+ years of senior corporate commercial experience in high value international resource sector
- RONO[™] Outcome Target: *built relationships, partnership, business sustainability*
- RONO[™] Process: *adding value and set organisational business standards*
- International, culturally sensitive, flexible style, team oriented, concessions, closure, Article intelligence, White knuckle, Robust doubt, Self awareness

DEFENCE PROCUREMENT REFORM CONTRIBUTOR

RONO[™] ENHANCING DEFENCE/INDUSTRY NEGOTIATION PRINCIPLES

- Independently adding strategies to [Defence/Industry Negotiation Principles \(2019\)](#)

RONO[™] For ADVANCING ADF Procurement reform (2024)

- Facilitates Procurement reform per [Defence Industry Development Strategy 2024 \(Ch 5\)](#)

ADOPTING RONO[™] FOR AN ENDURING DEFENCE RESOURCE

- For making Defence a 'better buyer'!

7- Day Free Trial



'Significant reform is needed in Defence to enable closer collaboration with industry and turn Defence into a smart and agile customer.'

(The Hon Pat Conroy MP, Ministerial Forward, Defence Industry Development Strategy, Feb 2024)

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