

EFFECTIVE BUSINESS NEGOTIATION 240

"Negotiation success is built on structure, not guesswork. **EBN 240** is a high-density, 4-hour morning session designed for professionals who need high-impact negotiation tools without taking days off the clock."

Why EBN 240?

- **Time-Efficient:** Master core negotiation mechanics in just 4 hours (09:00 – 13:00).
- **Accessible Investment:** High-value corporate training with minimal cash outlay.
- **Immediate Utility:** Practical frameworks ready to deploy in your next business meeting.
- **Peer Networking:** Designed for 20 participants driving real life connections.

Key Learning Takeaways

- **The CHRONO Tool:** Master the 5 chronological stages of structured negotiation:

PREPARE | CLARIFY | PROPOSE | OPTIMIZE | CLOSE

- **Strategic Setup (ESP):** Rapidly map positions, options, and trade-offs before entering the room.
- **Fact-Based Focus:** Filter out noise and identify success-critical information using the Fact Eyeglasses.
- **Give & Take Discipline:** Protect margins by securing counter-claims for every concession made.

Who Should Attend

Designed for mid-level managers, sales and procurement specialists, or any professional who negotiates internally or externally. A **minimum of 5 years of professional experience** is required to ensure a high-level, peer-to-peer dynamic.

The Trainer: Eddy Azzam

Founder & CEO of Sharper Edge, Eddy brings 30 years of MENA leadership. Former Managing Director for Leo Burnett and MS&L Levant, Group CMO for Dubai Holding, and VP for Horizon FCB Gulf. An astute negotiator, he transfers battle-tested corporate experience in a practical, hands-on way.

Logistics & Investment

- **Date & Venue:** Tuesday, September 29, 2026 | The Smallville Hotel, Badaro
- **Time:** 09:00 AM – 01:00 PM (Includes Coffee Break)
- **Early Bird Special:** **\$210** per delegate (*Valid through September 19*)
- **Standard Rate:** **\$250** per delegate
- **Corporate rate:** **\$210** per delegate (*For groups of 4 or more*)
- **Deliverables:** PDF Course Manual, CHRONO wheel tool, ESP reference sheet, and certificate of completion.

YOUR WORD – YOUR ASSET – SHARPEN IT