

EFFECTIVE BUSINESS NEGOTIATIONS

2-DAY INTENSIVE EXECUTIVE WORKSHOP

THE METHODOLOGY: 80/20 MASTERY

Built on the "**Learning by Doing**" principle, this workshop is structured around the **5 Chronobiological Stages** of negotiation. This framework serves as the core roadmap for the 2-day experience:

PREPARE | CLARIFY | PROPOSE | OPTIMIZE | CLOSE

- **80% Practical:** Participants negotiate real-life cases with **video review** for optimum learning.
 - **20% Strategic:** High-impact "lecture" bursts ensuring engagement and immediate application
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LOGISTICS & EXECUTIVE COMFORT

- **Capacity:** Limited to **8 participants** for maximum impact and personalized coaching.
 - **Audience:** Tailored for middle management (5–10 years' experience) across all industries.
 - **Venue: The Smallville Hotel (9 AM – 5 PM).** A 5-star experience featuring premium facilities, two curated coffee breaks, and a **3-course gourmet lunch** at the rooftop restaurant.
 - **Handouts:** Comprehensive manual and a **Certificate of Completion** certified jointly by **EnGarde (Vienna)** and **Sharper Edge**.
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THE TRAINER: EDDY AZZAM

- Founder & CEO of Sharper Edge, Eddy brings 30 years of MENA leadership. Former Managing Director for **Leo Burnett** and **MSL 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.
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ENGAGEMENT INCENTIVE:

- To facilitate a hands-on appreciation of our methodology, we have applied a **special incentive** for this session. This allows you to experience our Vienna-standard training at the rate of **US\$ 890** (Standard fee: **US\$ 1,200**). We invite you to acquaint yourself with our results-driven approach firsthand.

START **WINNING**