

THE MASTER CLASS

The Next Evolution

"This is not a refresher; it is a transformation. Exclusively for graduates of *Effective Business Negotiations*, the Master Class is engineered for leaders in high-pressure environments who must navigate complex organizational challenges with mastery and precision."

The Core Mission

- **80% Action:** Move beyond theory with 12 realistic, high-complexity practical cases.
- **Live Pressure:** Learn to navigate bluffs, ultimatums, and time constraints in real-time.
- **Surgical Precision:** Neutralize personal attacks and unfair tactics with elegant intervention techniques.

Strategic Curriculum

- **The Tactical Arsenal:** Master the three big categories: **B - A - T**

Barriers, Attacks, and Tricks.

- **The Monoplist Defense:** Strategies for "Take it or leave it" demands and excessive pressure.
- **Advanced Questioning:** Use "The Fantastic 4" and specialized questioning to break deadlocks.
- **ESP & Chrono Deep-Dive:** Elevate your existing tools to handle increasing complexity.
- **Cooperative Leverage:** Shift rigid positions into collaborative breakthroughs.

The 7 Success Factors (Our Guarantee)

1. **Learning by Doing:** 80% of the training is spent in "live" negotiations, including your own cases.
 2. **The Ascent:** Tricky case studies with a constantly rising level of difficulty.
 3. **DPV Technology:** Innovative Double-Picture Video for split-screen, multi-perspective analysis.
 4. **Immediate Utility:** Simple, powerful tools ready for use the moment you leave the room.
 5. **The 360° Perspective:** Rotate between Negotiator, Assistant, and Analyst.
 6. **Quality from Experience:** Backed by 90 years of management expertise and 3,000 days of training experience.
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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 **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 & Enrollment

- **Date and venue:** May 6 and 7, 2026, at the SmallVille hotel - Badaro
- **Time** 9:00AM to 5:00PM
- **Capacity:** Limited to **8 participants** to ensure maximum individual progress.
- **Eligibility:** Graduation from *Effective Business Negotiations* is a prerequisite.
- **Cost:** We have kept our incentive pricing unchanged at **US\$ 890** per delegate instead of our standard rate of US\$1,200.
- The cost includes a 3-course meal, two coffee breaks in addition to all the course material and certificate of completion..

YOUR WORD – YOUR ASSET – SHARPEN IT