

Negotiation & Client Relations

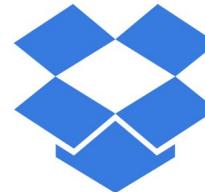
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Feb 10th 2026



What do we
do?

Work with Established Clients



McKinsey&Company



Morgan Stanley



BRACEBRIDGE
CAPITAL

KENSHC

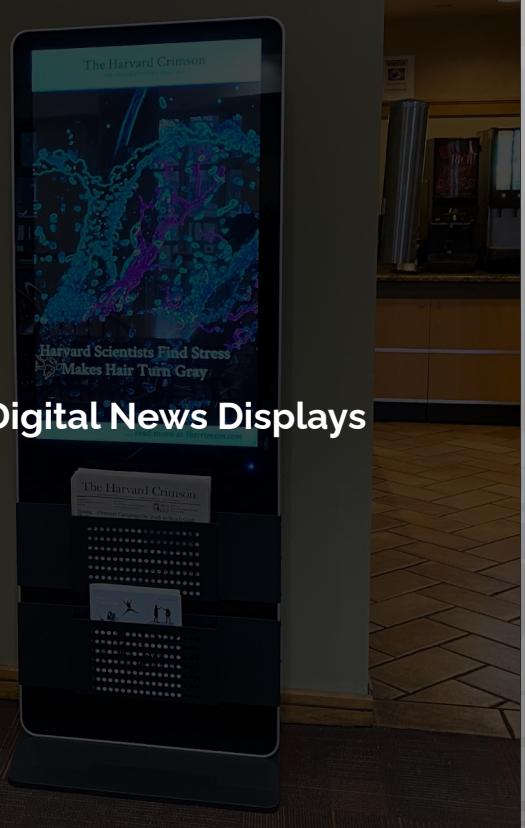


OLIVER WYMAN

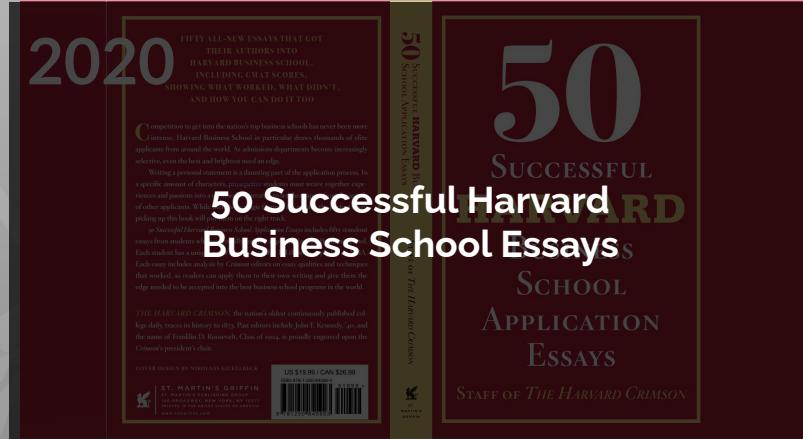


Develop New Revenue Streams

2017



Digital News Displays

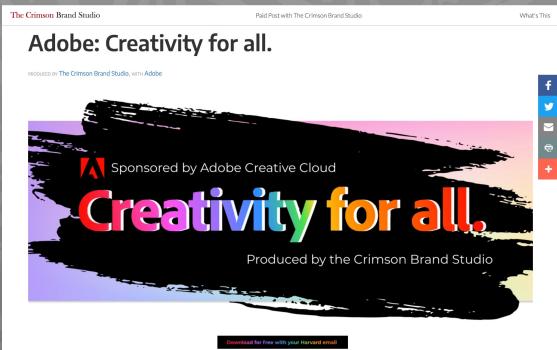


Negotiate High Value Contracts

D.E. Shaw (\$37,500)



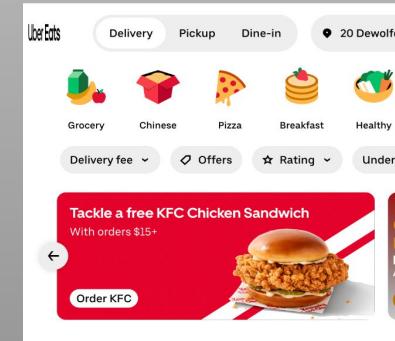
Adobe (\$23,500)



Kensho (\$98,000)



Uber Eats (\$94,395)



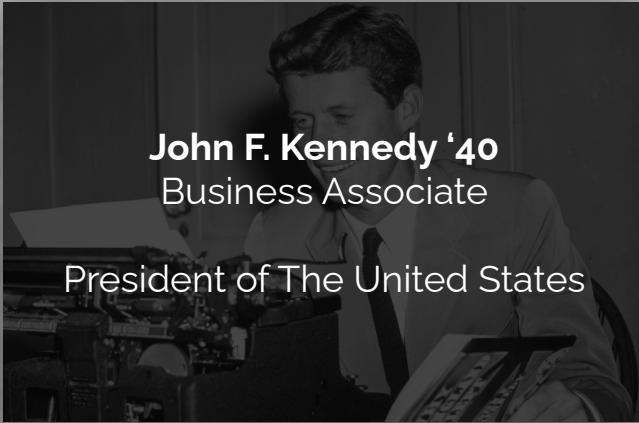
Citadel (\$14,000)



Canada Goose (\$10,600)



Our Past Associates



Steps of Negotiation

The Harvard Crimson

The Steps of Negotiation

1. Research
2. Inquire
3. Pitch
4. Pivot
5. Close

1

Steps of
Negotiation

Research

- ✓ Who is my client?
- ✓ Who is their audience?
- ✓ How can we provide our value?

2

Steps of
Negotiation

Inquire

- ✓ What questions should I ask?
- ✓ What are their needs?
- ✓ How can I fit that?

3

Steps of
Negotiation

Pitch

- ✓ Make an offer that fits
- ✓ Be confident and positive
- ✓ Offer examples and metrics

4

Steps of
Negotiation

Pivot

- ✓ Always be creative, and have a prepared “plan B” if the client seems unsure
- ✓ Preserve the sale
- ✓ Simplify their choices

- ✓ Agree to the deal
- ✓ Provide next steps
- ✓ Follow up after the call

5

Steps of
Negotiation

Close

The Harvard Crimson

Sales and Partnership Timeline



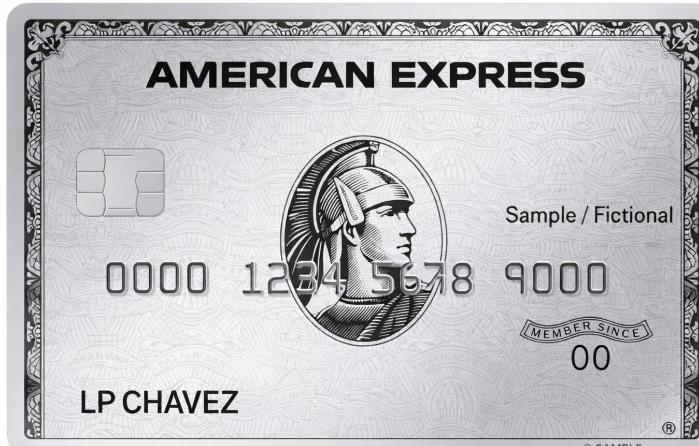
Pitch Demo



The Scenario

You are about to walk into
a client meeting with your
fellow associates.

The Client



A large, faint watermark of the Harvard Crimson logo is visible in the background. The logo features a circular seal with a laurel wreath, the text 'THE HARVARD CRIMSON', and the year '1873'.

Your Resources:

Client Brief:

<http://bit.ly/crimsonbrief>

Media Kit:

<http://bit.ly/crimsonmediakit>

Discuss

5 minutes

The Harvard Crimson

Brainstorm

10 minutes

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Pitch!

6 minutes

The Harvard Crimson

A large, faint watermark of the Harvard University seal is visible in the background. The seal is circular with a laurel wreath border. Inside the wreath, the Latin motto 'DIE ARDENTI ET LABORANTE' is inscribed in a circular band. The center of the seal features a shield with a crest, a lion, and a shield, with the year '1636' at the bottom.

How did it go?



Please sign up for
Coffee Chats with members
of the Business Board!