



Negotiation & Client Relations

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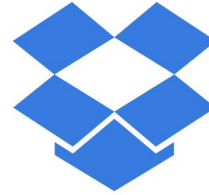
What do we
do?

Work with Established Clients

BAIN
& COMPANY



BCG



McKinsey & Company

Morgan Stanley

citibank



D E Shaw & Co



BRACEBRIDGE
CAPITAL

KENSHO



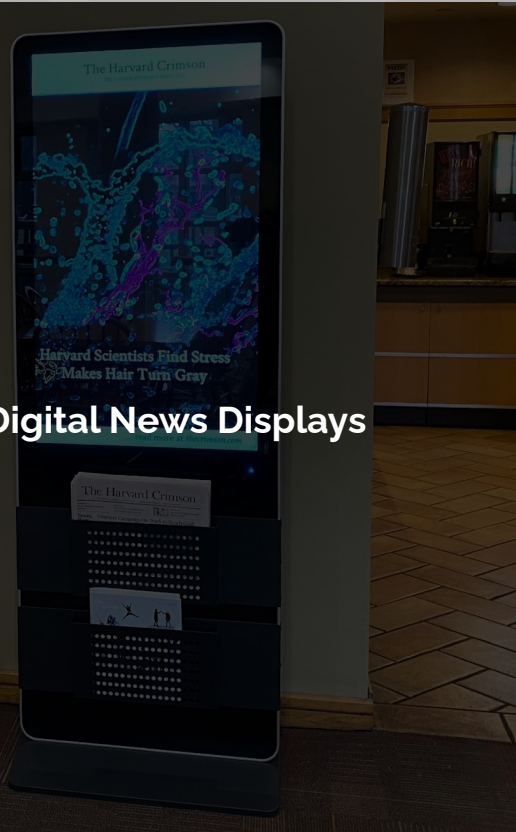
CITADEL



OLIVER WYMAN

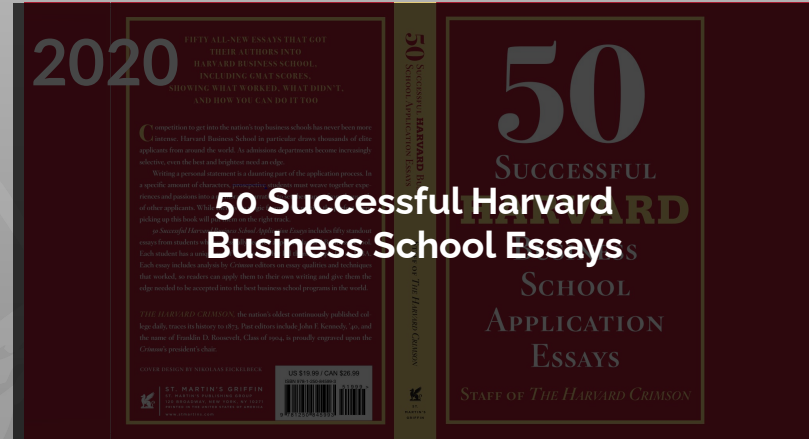
Develop New Revenue Streams

2017



Digital News Displays

2020



50 Successful Harvard Business School Essays

2021



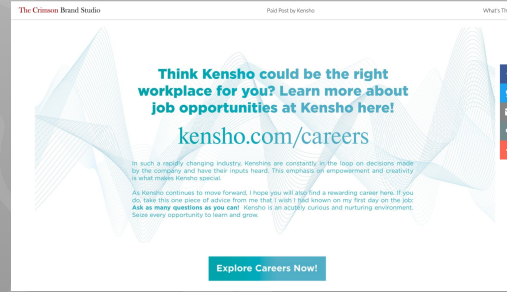
Twitter and Instagram (TWIG) Social Media Advertising

Negotiate High Value Contracts

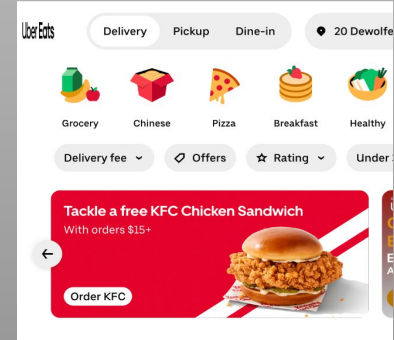
D.E. Shaw (\$37,500)



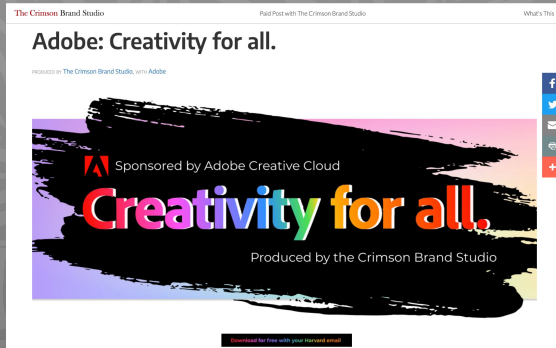
Kensho (\$98,000)



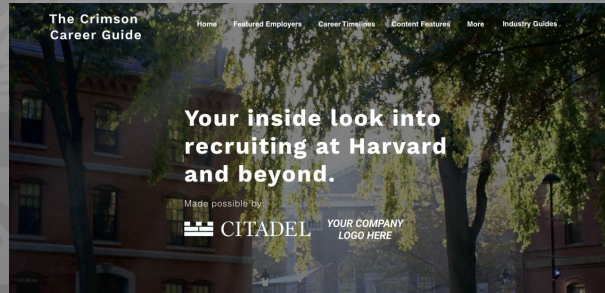
Uber Eats (\$94,395)



Adobe (\$23,500)



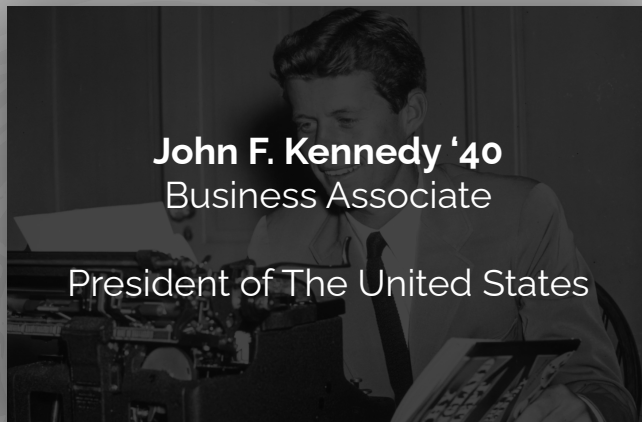
Citadel (\$14,000)



Canada Goose (\$10,600)



Our Past Associates



John F. Kennedy '40
Business Associate

President of The United States



Steve Ballmer '77
Advertising Manager

Co-founder of Microsoft



Magdalena Kala '16
Director of Staff Development

Forbes 30 under 30
VP of Bain Capital



David Rockefeller '36
Advertising Associate


CEO of Chase Manhattan Bank



Steps of Negotiation

The Steps of Negotiation

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

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

1

Steps of
Negotiation

Research



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



5

Steps of
Negotiation

Close

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

Sales and Partnership Timeline



Pitch Demo





The Scenario

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

The Client





Your Resources:

Client Brief:

<http://bit.ly/crimsonbrief>

Media Kit:

<http://bit.ly/crimsonmediakit>

A large, faded watermark of the Harvard University crest is visible on the left side of the slide. The crest features a shield with a book and a lamp, surrounded by a laurel wreath and the text 'HARVARD UNIVERSITY' and '1863'.

Discuss

5 minutes



Brainstorm

10 minutes

A large, faded watermark of the Harvard University crest is visible on the left side of the slide. The crest features a shield with three open books, surrounded by a laurel wreath and the Latin motto 'VERITAS LIBERABIT VOS'. Below the shield is a banner with the year '1873'.

Pitch!

6 minutes



How did it go?



Please sign up for
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of the Business Board!