



Negotiation & Client Relations

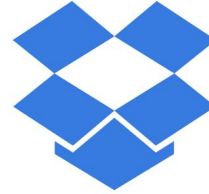
Presented by the Advertising Department

January 31, 2024



What do we
do?

Work with Established Clients



McKinsey & Company

Morgan Stanley



DE Shaw & Co



KENSHO



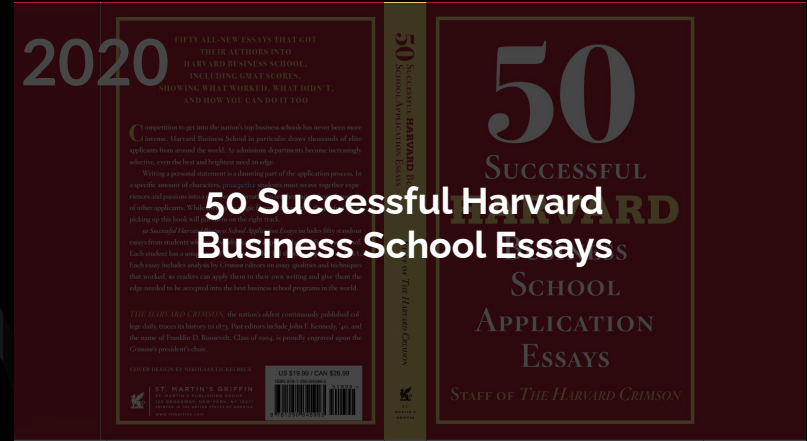
Develop New Revenue Streams

2017



Digital News Displays

2020



50 Successful Harvard Business School Essays

2021



Twitter and Instagram (TWIG) Social Media Advertising

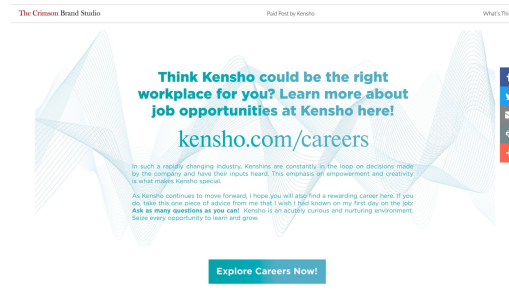


Negotiate High Value Contracts

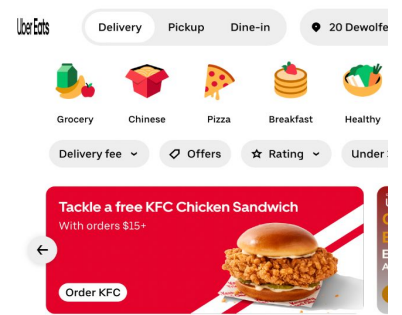
DE Shaw (\$31,500)



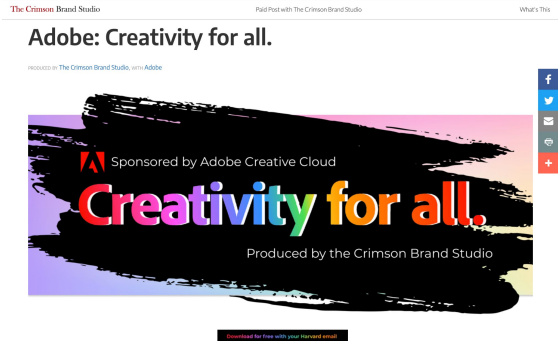
Kensho (\$98,000)



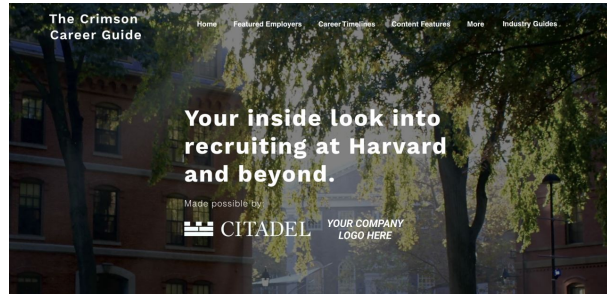
UberEats (\$51,120)



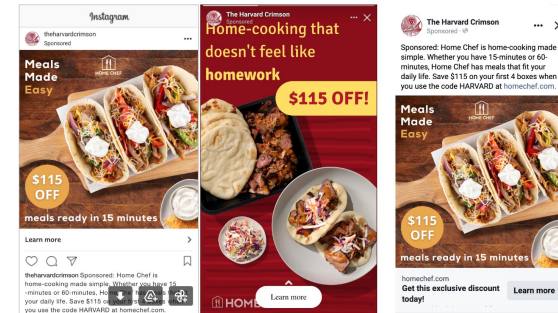
Adobe (\$23,500)



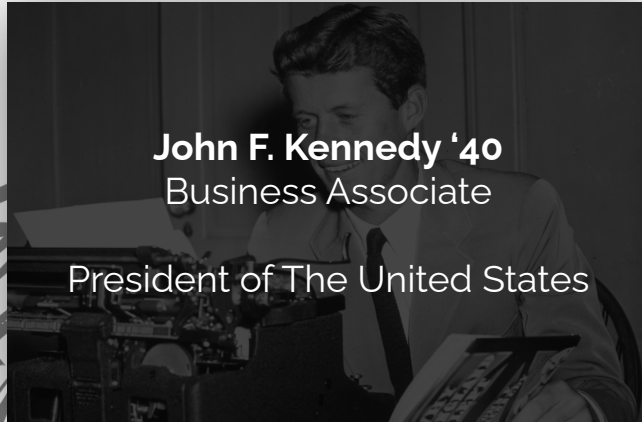
Citadel (\$14,000)



Home Chef (\$17,000)



Our Past Associates



John F. Kennedy '40
Business Associate

President of The United States



Steve Ballmer '77
Advertising Manager

Co-founder of Microsoft,
\$116.4 Billion net worth



Magdalena Kala '16
Director of Staff Development

Forbes 30 under 30
Ex-VP of Bain Capital



David Rockefeller '36
Advertising Associate

CEO of Chase Manhattan Bank



Elements of Negotiation



The Elements of Negotiation

Perspective
Professionalism
Flexibility

- ✓ What questions should I ask?
- ✓ How can we address their interests?
- ✓ How can we communicate our value?

1 Element of
Negotiation

Perspective



2

Element of
Negotiation

Professionalism

- ✓ Build trust and friendship
- ✓ Be confident and positive
- ✓ Offer examples and hard evidence

The background of the slide features a large, faint watermark of the Harvard University seal. The seal is circular and contains a shield with an open book and a lamp, surrounded by the Latin motto 'VERI TAS ET LIBERTAS' and the year 'MDCCCLXXXIII'. Below the seal, the text 'The Harvard Criticism' is visible.

3

Element of
Negotiation

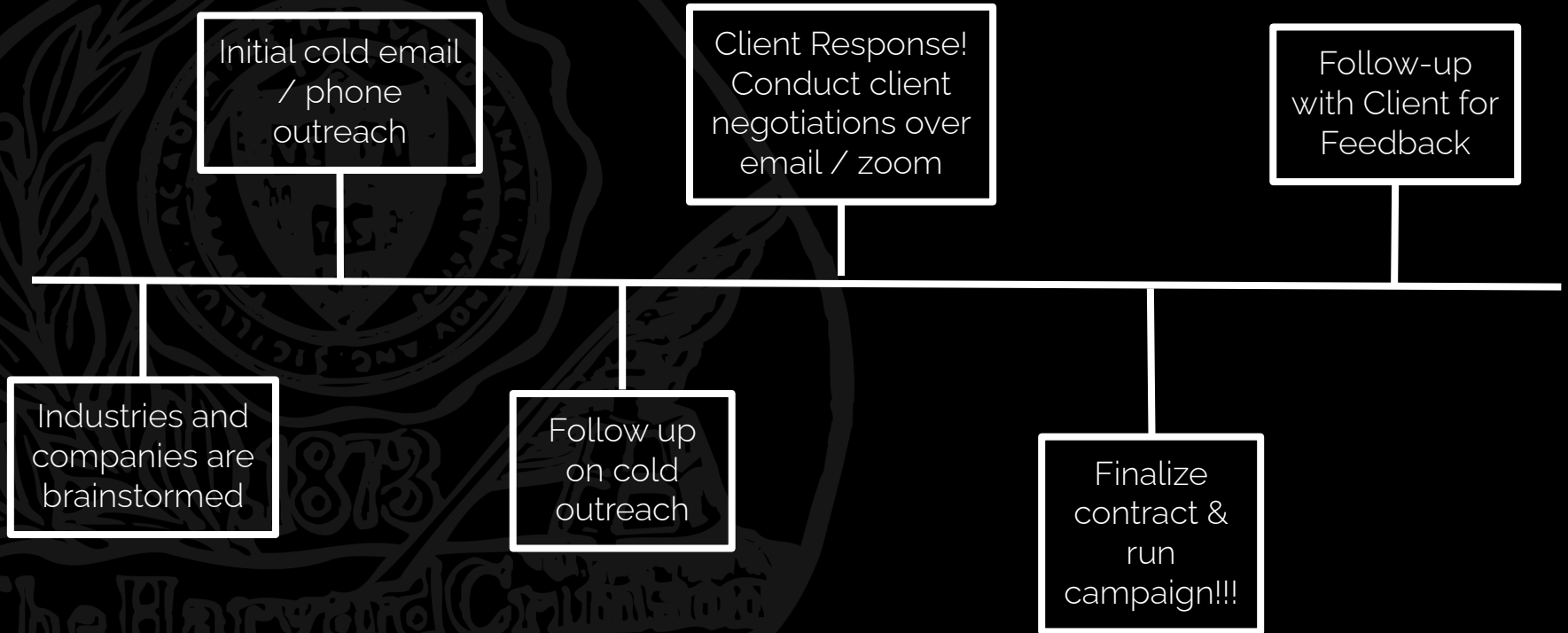
Flexibility

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



Negotiation in Practice

Sales and Partnership Timeline



A large, faint watermark of the Harvard University crest is visible in the background. The crest features a shield with a book and a lamp, surrounded by a laurel wreath. The text "ACADEMIA HARVARDIANA" is inscribed around the shield, and "1873" is at the bottom. The entire watermark is rendered in a dark gray color against a black background.

Pitch Demo



Negotiation Workshop:

Learning how to negotiate
high value contracts, leading
to client relationships!



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>

The background features a large, faint watermark of the Harvard University seal. The seal is circular and contains a shield with a book and a lamp, surrounded by the Latin motto 'VERI TAS ET LIBERTAS' and the year '1636'. Below the seal, the text 'The Harvard Criticism' is visible.

Discuss

5 minutes

A large, faint watermark of the Harvard University crest is visible in the background. The crest features a shield with a book and a lamp, surrounded by a laurel wreath and the Latin motto 'VERIUS QUAE SEQUITUR'. Below the shield is a banner with the year '1863'.

Brainstorm

10 minutes

A large, faint watermark of the Harvard University crest is visible in the background. The crest features a shield with a book and a lamp, surrounded by a laurel wreath and the Latin motto 'VERI TASQVE LIBERABIT VOS'. Below the shield is a crest with a figure holding a bow and arrow, and the year '1636' is inscribed below that. At the bottom of the crest, the text 'The Harvard Crimson' is visible.

Pitch!

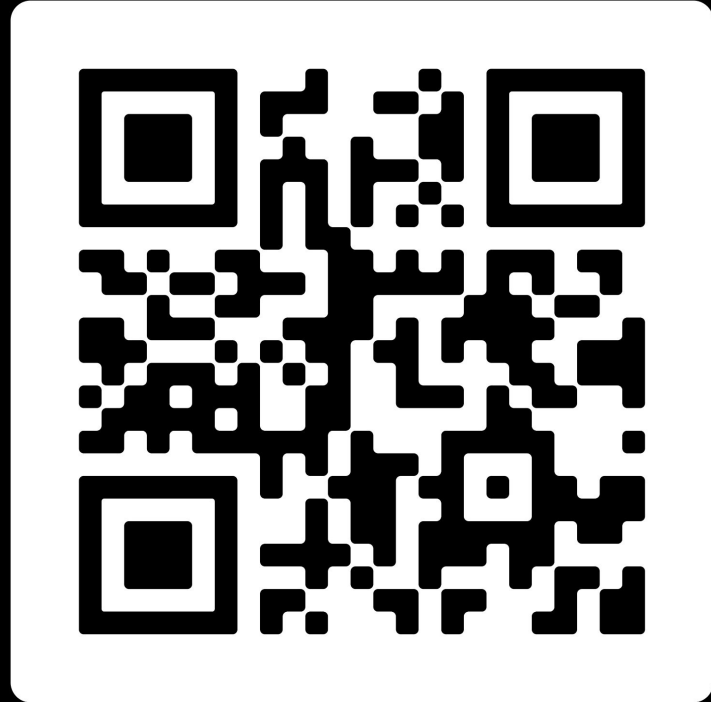
6 minutes



How did it go?



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



Attendance Word: ADS