

Vivier Blueprint

The Risk Conversation Framework

Next time you sense hesitation, guide the buyer through these four moves:

1. **Surface it** — “What’s the biggest risk you see if we move forward?”

2. **Acknowledge it** — “That’s a fair concern, and many leaders feel the same way.”

3. **Share proof/process** — “Here’s how others navigated this.”

4. **Reframe risk** — “The bigger risk is doing nothing and staying stuck with the current problem.”
