

Vivier Blueprint

Professional Services Reframing Worksheet

Rework common sales explanations into buyer-focused outcomes for consultants, agencies, and advisors.

You Say	They Hear	Reframe It As...
Monthly retainer	Ongoing cost I can't control	Support that flexes with your needs
Consulting package	Vague and open-ended	Clear milestones and measurable outcomes
Subject-matter expert	Sounds expensive	Specialized help that shortens your timeline
Strategy session	Another meeting?	Get clarity in 60 minutes or less
Quarterly review	More paperwork	Quick wins and actionable feedback
Customized proposal	More delays	Tailored to your goals and ready fast
Process audit	You'll find problems we didn't ask for	Spot quick fixes that save you time
Account manager	A middleman	Your go-to person who gets things done
Retrospective	Just talk, no action	See what worked and apply it immediately
Scope of work	Legal fine print	Exactly what you're getting, no surprises