

Vivier Blueprint

Physical Products & Ops Reframing Worksheet

Rework common sales explanations into buyer-focused outcomes for goods, fulfillment, and operational services.

You Say	They Hear	Reframe It As...
Bulk order pricing	Sounds like a huge commitment	More value when you buy what you already need
Shipping and logistics support	Delays and paperwork	We make sure it arrives where and when you need it
Inventory management	Sounds like a lot of oversight	Keeps your shelves stocked without the stress
Custom packaging	Extra cost and design time	Brand-forward look without the heavy lift
Order minimums	You're locking me in	Low-risk starting point to scale later
Fulfillment services	Outsourced and slow	Reliable delivery without lifting a finger
Durable materials	Probably expensive	Built to last so you don't rebuy next season
Branded gear	Just more swag	Stuff your team actually wants to wear or use
Production timeline	A long wait	Delivered when you need it - not a day late
Return policy	Risky if it doesn't work	We'll make it right, guaranteed