

Vivier Blueprint

Tech & SaaS Reframing Worksheet

Rework common sales explanations into buyer-focused outcomes for software, platforms, and digital tools.

You Say	They Hear	Reframe It As...
3-step onboarding process	Sounds like work	You'll be up and running by next Friday
Robust reporting dashboard	I'll need to learn it	Insights you actually use, not just data
Custom integrations	This will get complicated	It fits into what you're already doing
Advanced security features	It's probably hard to manage	Protects your data without extra effort
AI-powered tools	Will I lose control?	Automates routine work while you stay in charge
Flexible API access	Sounds technical	Easily connects to what you already use
Usage-based pricing	Could be unpredictable	Only pay for what you actually need
Cloud-hosted platform	May be unreliable	Always available, wherever you are
Multi-layer permissions	Sounds like a setup nightmare	Gives the right access to the right people
Automation engine	Might replace my team	Handles repetitive tasks so your team can focus on strategy