



# RISK REMOVER GUIDE

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# ELIMINATE RISK AND YOU GET THE REWARDS

"What perceived risks could your customers potentially have in purchasing your services today?"

## CREATE GREAT CORRESPONDING RISK REMOVERS:

- Run a pilot, taster or provide a sample of your product or solution to all involved including other stakeholders.
- Create and share a joint proposal with the customer and provide details of the outcome.
- Identify specific customers in a similar position to them and facilitate a conversation between them so they can be advocates of your service.
- Invite other stakeholders to discuss ways they see your solution helping with the least amount of disruption.

## NOTES:

# CREATE RISK REFRAME STATEMENTS:

- State that anything new will be slow, incremental and collaborative (prepare a clear pathway).
- If relevant, recall a time with the customer that a new project implementation went well. Get them to agree on the best aspects of that process to move things forward.
- Review what the future big goal is for the customer and strategically make the connection to your specific product or service for all stakeholders involved.

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## NOTES: