

A handy set of 20 “convince your client of anything” templates

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1. “I KNOW A LOT OF PEOPLE LIKED _____ WHEN THEY FIRST CAME OUT, and it was the latest and greatest. Faster than anyone thought possible, _____ is now really a part of the old paradigm of how this is done. The new standard, which is very exciting in some new ways, is _____. Let me show you a couple cool examples of what I’m talking about.”
2. “I CAN SEE HOW ON THE SURFACE, _____ LOOKS LIKE A GOOD IDEA, but there are _____ very important reasons that developers who struggle to stay up-to-date don’t do this anymore. I’m as surprised as anyone that _____ is now considered passé, from a _____ point of view.”
3. “YES, I AGREE THAT COULD LOOK GOOD IN THE RIGHT CONTEXT, but the current design trend with _____, which is our specific context, is away from _____. Now if we stick with _____, we run the risk of coming across a little too _____ when compared to, say, _____. It’s incredible how fast things change, so we want to be future-proof as much as we can.”
4. “IF YOU PUT _____ AS A DESIGN ELEMENT ALL OVER THE PLACE, though, it’s going to make it more expensive to maintain AND confuse visitors to the site. We’ve seen this countless times, and nobody does it on purpose, but this is an excellent case of _____, and we’d love to avoid that.”
5. “_____ COULD WORK, BUT IT DOES INTRODUCE SEVERAL COST FACTORS in the short term, but also in the longer term. Are additional resources going to be a problem?”
6. “NOW THAT IS A GREAT IDEA—THAT COULD WORK. But in our context, it actually will increase cost right now and will likely add _____ or _____ to the project.”
7. “WE COULD PURSUE THAT IF YOU WANT, but it does mean we have to essentially scrap _____ and start that part of the _____ over again. Now we love getting paid, but we are primarily watching out for your budget, so don’t think we are being petty or _____ or anything like that.”
8. “I SEE YOUR THINKING ON THIS, but we want to avoid adding _____ to _____ because it introduces _____ which will affect both budget and time. Let me explain...”
9. “THAT WOULD BE A _____ CHANGE FOR SURE. Hmm...but it does reverse a common UI ‘best practice’ of _____. We know that when we break standard UI paradigms, users have a harder time finding _____ and simply end up having to _____ more. I’ve even seen users _____. I would suggest going with the standard UI convention of _____ and not trying to reinvent the wheel on this one.”
10. “IT’S IMPORTANT TO REMEMBER that your screen is likely not the same screen your users will be viewing the site on. Your screen style is only one small part of the overall demographic we target, so we don’t attach too much weight to _____.”
11. “SO HERE IS THE ORIGINAL, and here is the revision based on feedback from the last meeting [show screen shots]. The new version does _____ quite well, but...it unfortunately introduces a new issue we’d likely have to get some discussion started on.”
12. “WE PLAYED WITH ADDING _____ TO THE _____, and while it works here, it’s a little less _____ than the original, which could be applied a bit more universally throughout the _____ without causing any other design clashes, but it’s up to you. But I think our concern is pretty valid and that it will return again as an issue if we don’t stick to the plan.”
13. “OHHHH...THAT’S AN INTERESTING IDEA [reflective pause, stroke of chin, long silence]! You know what: I think we might be simply kicking the can down the road a little bit by adding that here right now. I think, in the end, the client is still going to have to simply_____.”
14. “YOU’RE RIGHT! ADDING _____ WOULD LIKE NICE HERE. We can do that [dramatic pause]. But...that also means we’d have to update _____ and your other _____, if you want to be consistent about this. We either roll this out everywhere and break with the past, or we stay the course and don’t add any new design elements. It’s entirely your call.”
15. “I THINK WHEN WE LOOKED AT THE ORIGINAL DESIGN, there was some excellent input about changing _____ to _____. But as we’ve progressed, _____ has become a little problematic, which was unexpected. So now we can either _____ or we can _____. It’s simply a matter of budget and time, but the choice is yours.”
16. “WE CERTAINLY COULD DO THAT! That would be a great feature for the end user [dramatic pause]. Hmm...this introduces a whole new round of _____ which would increase _____. It certainly would affect the _____, which up to now you’ve been very clear about not changing. If you want to look at this now, we can set up some time to explore it.”
17. “YES, I WOULD AGREE that _____ doesn’t look good—on this screen! Our screens are color-calibrated. Umm, you’d have to get IT or someone to fiddle with this, but it probably won’t look much different if they did. No, I agree with you totally about what we are looking at here. If this is what it was really going to look like, I’d be disappointed.”
18. “[AFTER A PAUSE] I WAS THINKING: this new direction for the concept sounds more _____ than what we started with. Was the original idea that far off, or are we missing what was right in the first idea? I think we should step back and _____ or maybe _____ with the first idea and see what we can do there before chucking all that work.”
19. “NOW, LISTEN: I’M NOT TRYING TO PICK A FIGHT [say with a big smile]. I know _____ was popular just a few years ago. But I have to say that things have progressed quite rapidly since this was a convention, and now _____ more of a mark of being behind the times. Let’s look at some up-to-date ways of doing this.”
20. “SO LET’S LOOK AT THE COLOR YOU REQUESTED, from the sample screen shot you sent. Now, _____ is a nice color in and of itself. Here are some popular uses of it: [show screen shots]. Now, in the context of our design, it has a few slight problems [express as an understatement]. First, it increases _____ with the rest of the palette. But more important, is that in the long run, this color is going to _____ with _____ which is possibly, maybe even likely, to cause us to have to _____ all the _____.”