Client-Ready PM

FREE PRACTICE SHEET

Two Stakeholders, Two Answers: Friendly, Neutral, or Firm

Two people on the client's team send different answers to one question

PRACTICE THESE LINES

Read each sentence aloud, in order. When you reach the end, read the whole email once more, start to finish.

A. Friendly.

Hey Sam, I hope your week is going well!

I received two different finishes for the fixture, matte and polished, from a couple of people on your team.

Could your team agree on one together by Thursday?

Then we can keep the order on schedule.

B. Neutral.

Hi Sam.

I have two different selections for the fixture finish.

The facilities director chose matte, and the design lead chose polished.

Please confirm one finish by Thursday, so the vendor can process the order.

C. Firm.

Sam, I have two different selections for the fixture finish, and the vendor needs one.

Please confirm the finish by Thursday.

If it is still open after Thursday, we may need to pause the order.

MAKE IT YOURS

Now say it about your own project. Fill each blank with your details.

A. Friendly. *how you open warmly* ! *the fact, both answers* . *the ask and the date, as a question* ?

what the client gets .

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B. Neutral. *how you open, with the contact's name* . *the fact, said plainly* . *who chose what* .

the ask, the date and the reason .

C. Firm. *the contact's name, the fact and why it matters* . *one ask, one date* .

what happens if the date passes .

KEY PHRASES

“two different selections”
Names the disconnect as a fact, with no blame.

“Could your team agree on one”
Asks the team to settle it themselves.

“so the vendor can process the order”
Gives the reason to answer by the date.

“we may need to pause the order”
States what happens if the date passes, as a plain fact.

ONE CARD TO KEEP

Before You Hit Send

Client-Ready PM

Four lines, in this order, every time.

1 FACTS	What happened, in one sentence. No blame and no apology.
2 OPTIONS	Two ways forward. Call them A and B so the client can answer with a letter.
3 RECOMMENDATION	Say which one you would choose, and give the reason in one clause.
4 NEXT STEP	Who does what, and by when. Put a date on it and put yourself in it.

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