



# POSSIBILITIES TO EASE FRICTIONS IN SALES NEGOTIATIONS

## ARCHDESIGN STUDIO DREAM CLIENT ACQUISITION FRAMEWORK - FRICTION EASE (NEGOTIATIONS - STAGE 5)

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**The reasons clients really negotiate may not always be to get a discount. They may be negotiating for any of the possible reasons below.**

### 1. Reframing Negotiation as Alignment

They are not pushing back—they are trying to see if you truly understand their needs.

This is a moment to align expectations, not defend your price.  
Guide the conversation towards clarity, not compromise.

### 2. Unsure About Value (Feels Expensive)

Price feels high only when the value is unclear or intangible.

They need to see the outcome, not just hear the scope.  
Translate your design into results, impact, and experience.

### 3. Comparing Options & Budget Gaps

They are weighing you against others—not just on cost, but confidence.

Budget gaps often mean misalignment between expectations and investment.

Position your offering as the right fit, not the cheaper choice.

### 4. Testing Your Confidence & Certainty

Clients test how firmly you stand behind your work and pricing.  
Any hesitation signals doubt—and invites further negotiation.

Confidence builds trust faster than discounts ever will.

### 5. Protecting Scope & Profitability

They want assurance that the project won't spiral out of control.

Clarity in scope signals professionalism and reduces perceived risk.  
Well-defined boundaries create confidence—for both sides.

