



STEPS TO EASE FRICTIONS IN SALES OBJECTIONS

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

FRICTION → EASE Framework

This is not about “answering objections.” It’s about reducing friction + increasing perceived ease of decision-making.

F → **Find** the Real Objection (Not the Surface)

R → **Reframe** the Context

I → **Isolate the** Objection

C → **Clarify** Value (Again, Deeper)

T → **Translate** into Their Language

I → **Introduce** Proof

O → **Offer** Structured Options (Not Discounts)

N → **Navigate** to Decision

E → **Ease** of Understanding “Now I get it clearly”

A → **Assurance** “Feels safe and thought-through”

S → **Simplicity** “This is not complicated to execute”

E → **Emotional** Comfort

COMMON OBJECTION → FRICTION MAP

Every objection = Friction Signal

1. Pricing - “It’s too expensive” Or “Your fees are high”

Friction: Value Gap. **Fix:** Reframe project scale vs fee

Show the cost of wrong decisions, compared to the total project investment

2. Trust - “We’re comparing other designers”

Friction: No differentiation, Authority Issue. **Fix:** Show thinking process (not portfolio)

Explain HOW you approach problems, highlight risk reduction.

3. Comparison - “I need to think about it” Or “Let us think” or “Let us get back”

Friction: Confusion, Uncertainty, Risk, Fear. **Fix:** Ask what they need clarity on

Please reduce the unknowns and provide a decision structure.

4. Timing - “Timeline is not clear yet” Or “It’s not the right time”

Friction: Low or no urgency. **Fix:** Link delay → cost/opportunity loss

Create a soft urgency

5. Scope - “Our budget is limited”

Friction: Misaligned expectations. **Fix:** Re-scope

Prioritise phases. Offer a strategic entry point

