

Sales friction is anything that makes earning a client's confidence more difficult than it should be. Questions about quality, experience, pricing, capabilities, or trust may reveal opportunities to strengthen your digital presence. This assessment helps identify those patterns so future marketing efforts can reduce uncertainty and create a smoother sales process.

Scale: 0 = Never, 1 = Rarely, 2 = Sometimes, 3 = Frequently

Company Name:

Email:

Date:

Friction

How often do prospects...

- _____ ask why your price is higher than another company?
- _____ ask about your capabilities?
- _____ seem unfamiliar with the services you provide?
- _____ ask whether you've completed projects like theirs?
- _____ ask about your equipment?
- _____ ask about your crew? (size, experience, etc.)
- _____ express concern about downtime?
- _____ express uncertainty before moving forward?

Trust & Credibility

How often do prospects...

- _____ mention seeing your website before contacting you?
- _____ mention a referral?
- _____ reference photos or videos they've seen online?
- _____ comment positively on your professionalism?
- _____ already seem confident in your company before the first meeting?

Sales Efficiency

How often do you need to explain...

- _____ what your company does?
- _____ what makes your process different?
- _____ why your quality justifies the price?
- _____ why the process is more involved than they realize?
- _____ why prospects should choose you over competitors?

Selected top 3 factors slowing the sales process.

- Building Trust
- Price Objections
- Explaining Services
- Explaining Capabilities
- Lack of Project Examples
- Competitors Underbidding
- Slow Decision-Making
- Difficulty Communicating Quality

Additional Information

What questions do prospects ask most often?

What objections come up most frequently?

What do you find yourself explaining over and over?

At what point in the sales process do prospects seem least confident?

What do you wish prospects understood before the first meeting?

Describe your easiest sale.

Additional Content

What would make your sales conversations easier?

Other Comments