3. Friction Points

10. Sales & Marketing Concepts · https://clients.financevine.ca/docs/2-friction-points/

Friction points are any obstacles or challenges that hinder a client's progress through the sales process. Identifying and minimizing friction points is crucial for improving conversion rates.

Common Friction Points:

- **Complex applications:** Simplify the application process and offer assistance.
- **Lack of information:** Provide clear and concise information about your services.
- **Slow response times:** Respond promptly to client inquiries and requests.
- **Hidden fees or costs:** Be transparent about all fees.

Reducing Friction:

- **Streamline processes:** Make it easy for leads to engage with you.
- **Provide exceptional service:** Be responsive, attentive, and helpful.
- **Offer multiple contact options:** Allow leads to reach you via phone, email, or text.

Build trust: Establish credibility and demonstrate your expertise.