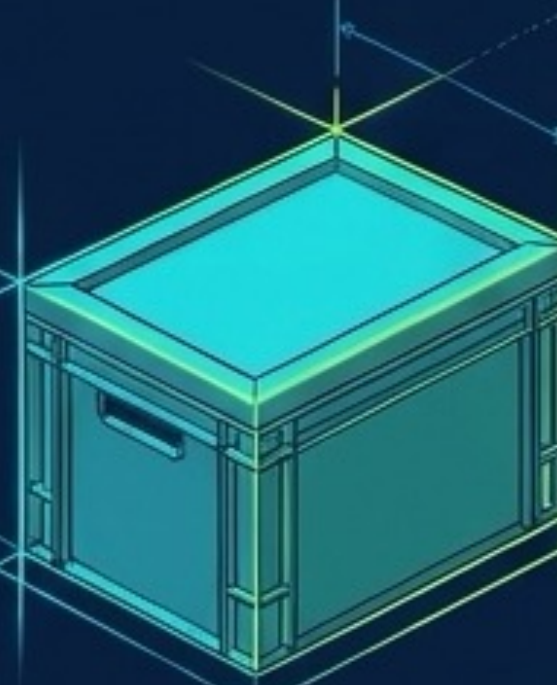
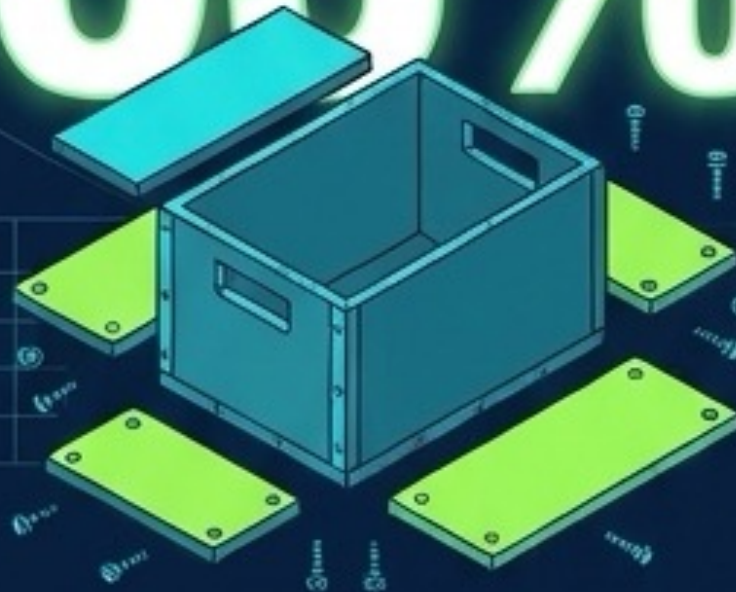


# THE MYTH OF THE FRICTIONLESS SALES CYCLE

Why making it too easy leads to high churn and low perceived value.

63%



Buyers value co-created solutions 63% higher  
(The IKEA Effect).

## ADMINISTRATIVE FRICTION (Resentment)



## STRATEGIC FRICTION (Ownership)

54%

Over half of top sales reps are **Challengers**—professionals who introduce cognitive effort.

# THE SILENT KILLER: THE TRANSACTIONAL TRAP

Total elimination of effort strips the buyer of psychological ownership. They evaluate purely on price, making you vulnerable to churn and competitive displacement.



**ZERO BUYER LABOR =  
ZERO EMOTIONAL ANCHOR.**

Impulsive Movement,  
No Strategic Friction

# WHEN LABOR LEADS TO LOYALTY

The IKEA Effect is the cognitive bias where individuals place high value on creations they invested labor into. Your job is to make your buyer co-create the solution.



**EFFORT + SUCCESS  
= ESCALATING VALUE**

# WARNING: FAILED EFFORT IS TOXIC

Effort **only increases value** if it culminates in a **successful outcome**. Failed effort (botched POC, unclear instructions) generates profound negative sentiment and an immediate desire to churn. You must **architect scaffolding** for **guaranteed wins**.



# BLUR THE LINE: TURN A 'BUY' INTO A 'MAKE'

A buyer treats a turnkey product as disposable. By forcing strategic effort in customizing, you induce make psychology, triggering escalating commitment and resistance to switching.

**BUY (Third-Party SaaS)**  
Rational Evaluation



**STRATEGIC FRICTION:  
THE SYNTHETIC 'MAKE'**



**MAKE (Internal Build)**  
Escalating Commitment

# Eradicate Red Tape, Demand Strategy

Ruthlessly eliminate Administrative Friction which triggers CES penalties. Reserve cognitive bandwidth strictly for Strategic Friction (value-creation).

## Administrative Friction



Repeating info to SDRs  
Legal red tape  
Endless vendor forms

**Ruthlessly Automate.**

## Strategic Friction



Workflow mapping  
Co-authoring deployment  
Training models

**Carefully Cultivate.**

# THE CHALLENGER REP'S PLAYBOOK

Challengers succeed (54% of top reps) because they Teach the customer, forcing a cognitive re-evaluation of the status quo. This intellectual effort makes the buyer co-create the new solution vision.



**THE BACKFIRE EFFECT**

**STATUS QUO**



**BUYER CO-CREATED NARRATIVE**



# INJECT STRATEGIC EFFORT HERE

Three distinct phases where passive presentations must be replaced with active co-creation.



ENGINEERED IKEA EFFECT FRAMEWORK: PROGRESSIVE BUYER CO-CREATION

# MASTER OMEGA PERSUASION

Use Omega strategies to decrease avoidance forces. Explicitly acknowledge the heavy lift to defuse resistance, then immediately anchor it with a because statement rooted in their success.

## PARADOXICAL DEFUSION



# STOP SELLING. START ARCHITECTING.

Shared psychological ownership is the ultimate, unassailable competitive moat in B2B Tech Sales. If they helped build it, they won't leave it.



What is one area of Strategic Friction you can introduce to your next discovery call?  
Comment below with your plan.