

## COMMON SOURCES OF

# Flywheel Friction.

Friction kills flywheels. Learn some of the common speed bumps that cause flywheel friction for your customers and give thought to best way to resolve that friction – through automation, modification to your processes or customer communication, or reorganization of your staff.

### ATTRACT

Friction in this stage of the flywheel most commonly occurs as a result of not providing value.

<i>Friction</i>	Automation	Modification	Reorganization
Lack of information on website			
Unclear offers			
Disconnect between sales and marketing			
Single conversion point on website			
Marketing activities have no clear owner			
Content that doesn't answer prospect questions			
Poor SEO (search engine optimization) – prospects can't easily find you through a general Google search			
Lack of alignment around prioritizing lead quality over lead volume			
Lack of content personalization in your outreach communication to prospects			
Lack of industry vertical knowledge/content			
Outdated content on your website or in your collateral			
Minimal digital footprint			

## ENGAGE

Anything that makes it difficult to do business with you will be a source of friction in this stage.

<i>Friction</i>	<b>Automation</b>	<b>Modification</b>	<b>Reorganization</b>
Complicated contracts			
Difficult-to-understand pricing models			
Lack of understanding of prospect's needs			
No single point of contact for prospects			
Lack of micro-conversion opportunities on your website; prospects want to try before they buy - getting to know your brand better without having to speak with sales team			
Clunky handoff from marketing to sales			
Lack of flexibility with contract terms			
Only one way to do business with you vs. the ability to tailor the partnership approach			
Requiring too much of an upfront commitment before they trust that you'll deliver			
Paper contracts			
Inability to demonstrate a positive ROI			
Lack of speed in interactions			

## DELIGHT

Friction in this stage of the flywheel commonly comes from failed expectations.

<i>Friction</i>	<b>Automation</b>	<b>Modification</b>	<b>Reorganization</b>
Lack of clarity on partnership expectations			
Only one form of communication			
Missed deadlines			
Slow response time			
Confusion about what metrics should be tracked and why			
Not making them feel important			
No resources (FAQ, knowledgebase) to answer common questions			
No measurement of customer delight or way for them to express suggestions/concerns			
Relying on service departments to be the only source of delight			
Unclear roles in partnership			