

The Reactance Effect

Why B2B Buyers Push Back and How to Neutralize It

A Behavioral Science Playbook for Enterprise & Mid-Market Sales

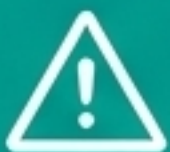
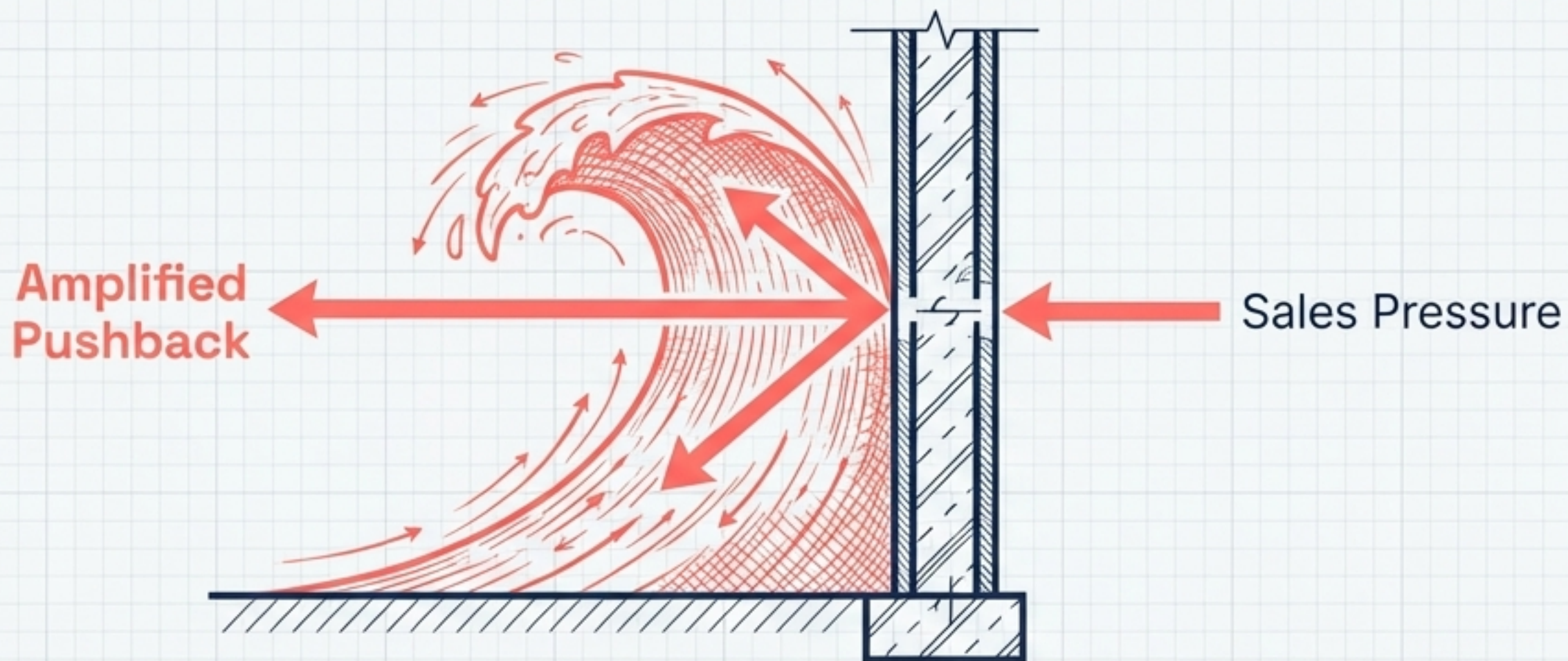
The Core Paradox of B2B Sales

Across enterprise and mid-market sectors, between 40% and 60% of all deals end in a no-decision. The traditional sales instinct is to apply more pressure—to create artificial urgency or push the value proposition harder.



Defining Psychological Reactance

Identified by Jack Brehm in 1966, Psychological Reactance is not a logical objection to your product. **It is a biological survival drive: the innate motivation to regain freedom of choice when it feels threatened or restricted by an external party.**



Key Insight: Buyers don't push back because they dislike your software. They push back because they feel their autonomy is being engineered.