

BATTLE COGNITIVE BIAS: MAKE SMARTER B2B PAYMENT DECISIONS

Understand the mind tricks that can derail your financial choices.

WHAT IS Cognitive bias?

Cognitive biases are like mental shortcuts our brains take to process information quickly. While often helpful, they can also lead to errors in thinking and judgment.

LOSS AVERSION

We hate losses more than we love gains. This may prevent adopting new, efficient payment methods due to perceived risk.

Action: Calculate long-term gains vs. potential short-term losses.

CONFIRMATION BIAS

We seek info that agrees with us, making us blind to better options.

Action: Actively seek alternative viewpoints and payment solutions.

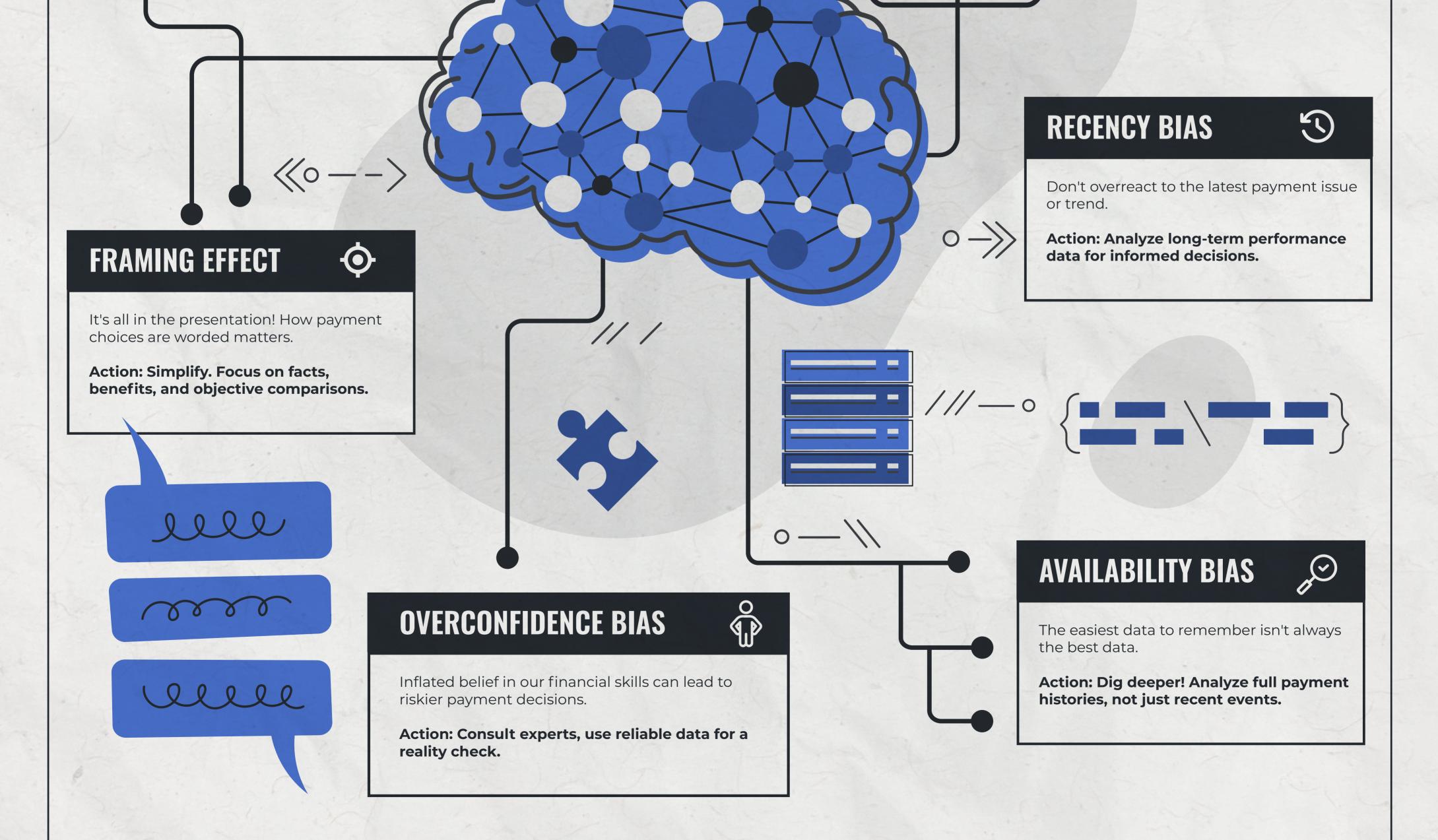


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That initial number sticks in your head, even if it's bad.



Action: Research current benchmarks to negotiate better payment terms.



Want a clearer head for financial decisions? Let one of our experts help you overcome cognitive bias;

