

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.

ANCHORING BIAS



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

Action: Research current benchmarks to negotiate better payment terms.

RECENCY BIAS



Don't overreact to the latest payment issue or trend.

Action: Analyze long-term performance data for informed decisions.

FRAMING EFFECT



It's all in the presentation! How payment choices are worded matters.

Action: Simplify. Focus on facts, benefits, and objective comparisons.

OVERCONFIDENCE BIAS



Inflated belief in our financial skills can lead to riskier payment decisions.

Action: Consult experts, use reliable data for a reality check.

AVAILABILITY BIAS



The easiest data to remember isn't always the best data.

Action: Dig deeper! Analyze full payment histories, not just recent events.

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

[Book a Demo](#)