

Thought transfer

with
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Go on, prove it!

Whether you are a leading financier or a technology company such as us, you inevitably have to bring some very intricate messages to market. In a marketplace where trust is the main currency, it has never been more important to go the extra step and provide testimonial evidence to support your claims.

The cognitive dimension is the dominant zone that the financial decision maker inhabits. Consequently, we all need to appeal to the needs of the thinker, re-enforcing our messages with genuine proof points or reasons to believe, that are grounded in fact to substantiate our claims.

It is important to your reader or listener that these proof points are authentic and validated and I would like to illustrate just a few of these using a recent video interview with Rob Harris, operations director of Close Invoice Finance by way of example.

Within the space of a few frames, we have learned that:

1. Vision Critical works with blue-chip clients, such as Close Invoice Finance.
2. The level of third-party endorsement is based on first hand experience, featuring both the sense of journey and an original take on the subject.
3. A unique value proposition is established by messaging such as it (OSMO) allowed us to sell on the basis of a product that is unique to us rather than getting involved in discounting out price or discounting down risk.
4. The client demonstrates superior technological advantage, as evidenced by the demonstrably superior product reference, n.b. this approach can also be applied to patents, unique processes, industry secrets and guarantees.
6. The entire proposition is supported by facts, introduced in a natural and anecdotal way, such as Vision Critical has worked with the team here for the last four to five years" and "We are able to reconcile our clients' ledgers on a daily basis.
7. There has been a sustainable improvement demonstrated by before and after comparisons – at point of sale it (OSMO) has been important. It's driven up our presence, opened up doors for our sales guys. It's certainly enabled us to reduce down the back office costs and it provides invoice discounting to a broader group of clients than we could do historically.
8. There is a real focus on practical examples of product usage: whilst we can still present to the client an invoice discounting product, we are able to unpack the ledgers into individual debt, as individual open items, so we get a factoring view of the security, enabling us to get closer to the debt. We have been able to move that dividing line.
9. The service is presented as a problem solved. Vision Critical has solved some quite complex problems, across a broad range of clients and technologies. They have normalised the stream of data for us. They've done it day in, day out. When we first developed IDeal, the data extraction and translation presented as a big issue and Vision Critical has effectively solved that.
10. Finally, proof points must inspire: I think it just inspires a greater degree of confidence in the security that we are managing.

View the full video at: www.visioncritical.co.uk/video-testimonials.

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