

The RWV Report

The diagnosis of your commercial surface: what a careful buyer actually finds, what their AI escalates, where deals die, and the engineered plan that closes the gap.

Before anyone buys from you, they check you. A careful buyer, a researcher acting for them, and increasingly an AI agent doing the homework: all of them arrive cold, and what they can find and verify decides whether your deal survives. The RWV Report scores that encounter from the buyer's side. One instrument, four parts: what the cold trail shows, where the deal dies as it moves, what the buyer's AI decides to escalate, and the ordered working plan that fixes it. Every report is built on a live cold capture of your actual surfaces, hand-delivered by FBED as part of the product, and every score traces to something the capture found. Nothing in it is opinion.

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|---|--------------------------------------|-------------------------------|-------------------------------------|-----------------------------------|
| £249 ONE-TIME, FULL REPORT | 4 PARTS, ONE INSTRUMENT | 8 COMPONENTS SCORED | 2 SCORES PER COMPONENT | +40% CONVERSION, 5 TO 7 |
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CLASSIFICATION: PROSPECT · EXTERNAL

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RWV EXPLAINER · v1.0

USD: \$310 ONE-TIME

01 The problem: you are checked before you are called

Every deal you are in has a moment you never see: the buyer, or someone working for the buyer, going looking for you. They read your website the way a stranger does. They search your name. They look for the reviews, the results, the case studies, the evidence that you are what the conversation claimed. Increasingly, the first checker is not human at all: it is an AI agent, sent to do the buyer's homework, deciding in seconds which of your surfaces is worth showing to its boss.

What that cold observer finds is your real commercial position. Not what is true about you: what is **findable and verifiable** about you. The two are usually very different, and the difference is where qualified demand quietly leaks. The polite "sounds good," the thread that goes cold, the warm deal that dies: most of these were lost at the checking moment, weeks before the silence, for a reason nobody ever states.

02 What an RWV Report is

One client deliverable in four parts, scored from one observer: the careful buyer. The parts are not separate documents; they are one instrument seen from four sides.

| PART | NAME | ANSWERS |
|------|---------------------|---|
| 1 | Cold-Push / Trail | What a buyer finds in the gap, and whether your position survives it |
| 2 | Questioning / Stage | Where the deal dies as it moves: competence, durability, the personal turn, the mechanism |
| 3 | The Agent Layer | Whether the buyer's AI escalates you to the human it reports to |
| 4 | The Working Plan | What to do, in order, with the reason, and the ninety-day projection |

Part 1 walks the verification journey in the order a buyer actually hits each thing, scoring eight components of your surface: influence signals, digital presence, trust assets, social proof, offer clarity, transaction experience, onboarding visibility, and authority position. Part 2 walks the four questions every deal must answer to survive, and locates which one your quiet deals keep dying on. Parts 3 and 4 are covered below.

03 Two scores, never one

Every component carries two scores. **Latent** is what is genuinely true about you: the ceiling. **Reachable** is what the careful buyer actually gets to: the score that defends the deal. The gap between them is the work, and the report's headline is the gap stated plainly: **you present as one number; you convert like another**. The shallow score (what a glancing checker sees) is usually flattering. The reachable score (what the deep checker reaches) is the one your pipeline is actually built on.

Scores band into four positions: **FORTRESS** (8.0–10), **SOLID** (6.0–7.9), **EXPOSED** (4.0–5.9), **LEAKING** (0–3.9). The average seller we score arrives below 5 reachable. Our engineering target is 7, and measured across the FBED corpus, the difference between a 5 and a 7 is a **40% increase in conversion rate**: not better selling, just the truth finally reaching the people checking.

04 The three mechanisms: why generic advice fails

Most "improve your presence" advice fails because it treats every gap as the same problem. There are three, and they need opposite fixes. Every finding in your report is tagged with one, and the fix always matches the mechanism:

- **Occlusion.** The proof exists and does not reach the observer. Your fortress is behind a wall. Fix: deliver it to where they look.
- **Adverse.** The reachable signal is negative. Fix: own it and get in front of it. The report will tell you honestly when this is your situation; an instrument that pretends every gap is occlusion is flattering you, not diagnosing you.
- **Consistency.** The signal exists but contradicts itself across sources: the same fact told four different ways. Fix: one story, everywhere.

05 The Agent Layer: the part that exists nowhere else

The buyer's AI is not the buyer. It is a researcher reporting to a supervisor, and it escalates a surface to its boss only when that surface is **verifiable, safe to recommend, and relevant to the brief**. Any one of those failing is why you get cut from the summary the human actually reads.

Part 3 maps every one of your owned surfaces against that model: what the agent gets today, what it should get, which of the three criteria currently fails, and the specific proof object that fixes it. And it goes one step further than diagnosis: for each surface, the report produces the **deployable structured-data object** (the machine-readable proof, in the format agents read) ready to ship to your live estate. You are not advised to "be more visible to AI." You are handed the exact artifacts that make the agent's decision go your way.

THE NEW FIRST IMPRESSION

Within a year, the majority of your cold evaluations will begin with a machine. The Agent Layer is the only commercial instrument we know of that scores, and then engineers, that encounter.

06 The Working Plan

Part 4 converts the diagnosis into an ordered plan: every move ranked in the sequence the careful buyer hits each thing, with the owner, the effort, the window, and the reason attached. It closes with the ninety-day projection: your reachable composite now, the target, and which moves carry the distance. If you buy the **Engineering Brief add-on (£50)**, the priority moves are specified to implementation level; the **LLM Brief add-on (£50)** does the same for the agent-layer deployment. Both briefs are included as standard in Sales Lab and ConversationOS engagements.

07 Price and pathways

| PATHWAY | GBP | USD | NOTES |
|------------------------------|-------------------|--------------|--|
| RWV Report, direct | £249 | \$310 | One-time, the full four-part instrument |
| RWV Monitor, subscription | £149/mo | \$185/ mo | Includes one full scan per month; your trajectory, tracked |
| Referred by an existing user | £199 | \$250 | £50 off the direct price |
| Through your coach | £249 or gifted | \$310 | FBED-certified coaches sell and gift RWV Reports |
| Engineering Brief add-on | £50 | \$65 | Implementation-level specification of the priority moves |
| LLM Brief add-on | £50 | \$65 | Agent-layer deployment specification |

Every report is currently **hand-produced and hand-delivered by FBED** as part of the product: a live cold capture of your surfaces, scored through the canonical pipeline, rendered in house style, in your hands fast. Pricing is locked at purchase. Occasionally FBED grants a report as part of a serious engagement conversation; a granted report always carries its £249 value on the cover, because the instrument is never free, only sometimes paid for by us.

08 How you start

Run the free shallow read on our site: your domain in, and in seconds you see your shallow score, the number a glancing checker gives you. That number is real, and it is not the one that matters. What you convert like, against the buyer who actually decides, is the question the full report answers. If the gap statement on your shallow read makes you uncomfortable, that discomfort is the diagnosis working, and the £249 is what it costs to see the whole picture and the plan that fixes it.