

# THE AGENTIC SELLING PLAYBOOK

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The biggest shift in customer acquisition since Google. Find out if your business is winning — or watching competitors take every sale.

A Creative Sauce guide — [agenticselling.io](https://agenticselling.io)

Agent Console HQ — [agentconsolehq.com](https://agentconsolehq.com)

# Three shifts. Three windows. This is the third one.

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Every decade or so, a new channel opens up that completely rewrites how customers find businesses. The ones who move early don't just get ahead — they get so far ahead that the gap becomes almost impossible to close.

The first shift was the internet. In 1994, a florist in London built a website. Every competitor called it a waste of money. Within three years, that florist was taking orders at 2am that her competitors couldn't even see. By the time the rest of the market caught up, she had years of online credibility, customer reviews, and domain authority they couldn't buy or shortcut.

The second shift was SEO. The businesses that understood Google's algorithm early — that built content and earned links before everyone else — got to the top of search results and stayed there. For free. While their competitors spent thousands every month on ads just to compete on the same terms. Those early SEO winners are still ranking today. Some of those positions have held for fifteen years.

The third shift is happening right now.

Hundreds of millions of people are asking ChatGPT, Claude, Perplexity, and Gemini who to call, where to eat, which service to use, what to buy. AI gives them one answer. Not ten blue links to scroll through. One name — delivered with the authority of a trusted recommendation. The businesses being named right now are building a position that will be very hard to take from them.

## **The window that is open right now**

Most businesses have not heard of GEO — Generative Engine Optimisation. Most have not thought about whether AI can even read their website. That is your advantage. Right now, the gap between businesses that have set up AI visibility signals and those that haven't is enormous — and almost entirely unchallenged. The businesses moving in the next six months will hold positions for years. The ones that wait will spend those years paying to catch up. Just like SEO. Just like the internet.

# What you actually get when AI recommends your business

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Let's talk about the prize before we talk about the gaps. Because this is not about fixing your website. This is about owning a customer acquisition channel that most of your competitors have not even heard of yet.

## 01. Customers who arrive already sold

When ChatGPT or Claude names your business, the customer doesn't arrive sceptical. They arrive convinced. They were told to call you by a tool they use daily and trust completely. They are not comparing you with five competitors. They are not checking your reviews. They are picking up the phone. Early data shows AI referrals convert at dramatically higher rates than paid search — because the AI already did the selling.

## 02. A 24/7 lead source with no ad spend

Paid ads stop the moment you stop paying. SEO takes months. AI visibility, once established, works around the clock with no ongoing cost per click. At 11pm on a Sunday, someone asks Claude which accountant to use in Manchester. If your signals are in place, you get named. If they are not, your competitor does — and they paid nothing for that recommendation either. The only difference is they set up their AI signals and you have not.

## 03. A competitive position that compounds daily

This is the mechanism that made early SEO so powerful and so durable. Every day your business is recommended by AI, the signal strengthens. The more confidently AI has recommended you before, the more confidently it recommends you again. Businesses that establish AI visibility now will hold positions in twelve months that late movers will find genuinely hard to displace — not because the system is unfair, but because authority builds on authority.

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#### **04. The highest-quality leads available anywhere right now**

When someone asks AI for a recommendation, they are not browsing. They are deciding. This is the bottom of the funnel — intent at its peak, trust supplied by AI, and a direct path to your door. There is no other marketing channel that delivers a customer this ready. Not Google Ads. Not social media. Not email. A person asking AI who to use has already decided they need what you offer. They just need a name.

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#### **05. A moat your competitors cannot quickly build**

AI visibility is not a campaign. It is not something you can outspend your way into overnight. It is built from dozens of consistent signals established over time — structured data, entity authority, content depth, external citations, platform consistency. The businesses building this foundation now will be very difficult to displace by the time everyone else realises they need to start. Think of the businesses that ranked number one on Google in 2008. Many of them still do.

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#### **06. Visibility across every AI platform simultaneously**

Unlike SEO — where ranking on Google does not automatically mean ranking on Bing — AI visibility signals largely transfer across platforms. The structured data, entity consistency, authority signals, and content quality that get you recommended by ChatGPT also improve your position on Claude, Perplexity, and Gemini. Fix the signals once, and you become more visible everywhere AI is asked.

#### **The businesses winning right now**

A restaurant in Edinburgh set up AI visibility signals in January. By March, it was being named by ChatGPT in response to "best restaurant for a business dinner in Edinburgh." A law firm in Bristol optimised for AI recommendations in Q1. By Q2, it was appearing in Claude responses for "employment solicitor Bristol." These businesses did not get lucky. They moved first.

# How AI decides who to recommend

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AI recommendation engines are not search engines. They do not rank pages by backlinks or ad spend. They synthesise signals from across the entire web and make a judgment call: which business is the single most credible answer to this question?

Five platforms now drive the majority of AI-assisted purchasing decisions. Each has different data sources — but the same core signals determine who gets recommended across all of them. Miss these signals and you are invisible to all of them simultaneously.

## The five platforms that matter right now

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### ChatGPT (OpenAI)

The largest AI platform. Recommends businesses across local services, professional services, products, and trades. Used by over 200 million people weekly.

### Claude (Anthropic)

Preferred by professionals and knowledge workers for high-stakes decisions. Recommendations carry significant weight with higher-income demographics.

### Perplexity

Real-time web search combined with AI synthesis. Strong for local and current recommendations — and growing fast as a Google alternative.

### Gemini (Google)

Integrates Google Business data directly. Significant influence on local service recommendations and increasingly embedded in Google Search results.

### Grok (xAI)

Growing real-time platform with access to social signals. Increasing influence particularly in trend-driven and consumer categories.

### Do this right now

Open ChatGPT, Claude, or Perplexity. Type: "Recommend a [your business type] in [your area]." Read what comes back. Is your business named? If not — that conversation is happening every day. Without you.

# The 10 reasons AI isn't recommending your business

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Most businesses are invisible to AI — not because they are bad businesses, but because AI cannot read them properly. These are the ten gaps we find in almost every business we audit. Each one is a recommendation being handed to a competitor.

## 01. No structured data

AI needs machine-readable signals to understand what your business does and where it operates. Without JSON-LD schema markup, AI cannot confidently describe you — so it describes someone else.

## 02. No AI-readable file

A dedicated `llms.txt` file tells AI platforms exactly how to represent your business. Almost no UK businesses have one. The ones that do get described accurately. The ones that don't get guessed at — or skipped.

## 03. AI crawlers blocked

Many businesses are unknowingly preventing AI from reading their site at all. If your `robots.txt` blocks AI crawlers, you are invisible by default — to every platform simultaneously.

## 04. Inconsistent entity data

Your business name, address, phone number, and description must be identical across every platform. Any inconsistency signals unreliability to AI and reduces recommendation confidence.

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### **05. Weak authority signals**

AI looks for external citations, mentions, and references from credible sources. Without them, your business is unverified in AI's eyes — and AI does not confidently recommend unverified businesses.

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### **06. Thin content**

Pages that fully answer a user's question get cited. Generic or surface-level content is ignored. If your site doesn't answer the questions people ask AI, you will not appear in the answers AI gives.

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### **07. Incomplete Google Business Profile**

A fully maintained profile is weighted directly by Gemini and Perplexity. An incomplete or dormant profile actively reduces your recommendation score across these platforms.

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### **08. Few or old reviews**

AI factors in social proof when deciding how confidently to recommend a business. Businesses with recent, specific reviews are recommended more often and more confidently than those without.

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### **09. No local signals**

For local recommendations, geo-tagged content, local citations, and area-specific pages are critical. Without them, AI treats your business as location-ambiguous — and defaults to businesses that have these signals.

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### **10. Content not structured for AI extraction**

How you write your answers determines whether AI quotes you directly. Content written in long paragraphs for human readers is rarely cited. Content structured around specific questions and direct answers is cited constantly.

# Your AI Visibility Audit

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Work through this checklist and tick what your business has in place today. Be honest. Each unticked item is a gap that is actively costing you recommendations — right now, every day.

## Technical signals

- JSON-LD structured data on your homepage
- FAQ schema on key service or product pages
- An llms.txt file at your domain root
- AI crawlers allowed in robots.txt (check GPTBot, ClaudeBot, PerplexityBot)
- XML sitemap submitted and up to date

## Content signals

- A clear, specific business description in the first paragraph of your homepage
- Pages that directly answer "what is [your service]" and "who is [your business]"
- OG tags and meta descriptions on every page that include your service and location
- At least one page per key service with a direct Q&A; format

## Authority and trust signals

- Google Business Profile fully completed and actively maintained
- Identical business name, address, and phone across all directories
- 10 or more Google reviews received in the last 6 months
- External mentions or citations from credible sources (press, directories, associations)
- HTTPS across every page of your site
- Consistent NAP (Name, Address, Phone) across Google, Bing, Apple Maps, Yelp

### What your score tells you

0 – 5 ticked: AI cannot recommend you. You are effectively invisible across all platforms.

6 – 10 ticked: Partial visibility. You appear occasionally but miss the majority of queries.

11 – 14 ticked: Solid foundation. Authority signals and content depth are your next priority.

15 ticked: Strong position. The next step is active agent deployment to compound this advantage before competitors catch up.

# How Agent Console HQ closes the gap — and keeps it closed

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The audit above shows you where your gaps are. Closing them manually — and keeping them closed as AI platforms evolve — is a full-time job. Agent Console HQ deploys five AI agents that do it automatically, continuously, on your behalf:

## AI Visibility Agent

Runs a continuous audit of your full digital presence against every major AI platform's requirements. Identifies exactly which signals are missing, prioritises them by recommendation impact, and tracks your visibility score week on week. You see your progress. You see when competitors close in. You always know where you stand.

## Schema and Signals Agent

Builds and maintains the structured data, llms.txt files, and AI-readable signals that tell AI systems exactly what your business does, where you operate, and when to recommend you. Updated automatically as AI platforms evolve — so your signals never fall out of date while your competitors' do.

## Authority Building Agent

Monitors your entity consistency across every platform, identifies citation and mention opportunities, and systematically builds the external authority signals that make AI recommend you with confidence. This is the hardest gap to close manually — and the one that matters most for recommendation rate.

## Content Intelligence Agent

Analyses which questions in your category AI is actively answering — and whether your business is in those answers. Creates and structures content specifically designed to be cited directly by ChatGPT, Claude, Perplexity, and Gemini. Not generic content. Content engineered for AI to quote.

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### **Competitive Intelligence Agent**

Tracks which competitors AI is recommending instead of you, which signals give them the advantage, and how fast they are moving. Closes those gaps before they compound — and alerts you when a competitor makes a significant move on AI visibility so you can respond immediately.

### **The early mover advantage is closing**

Every month you have been recommended by AI, the more confidently AI recommends you again. The businesses starting now will hold positions in twelve months that late movers will find very hard to displace — just as the early SEO adopters held their Google rankings for years. The window is open. It will not stay open.

# Find out exactly where your business stands today.

Agent Console HQ runs your business through every major AI platform, shows you precisely which signals are missing, and deploys the agents that fix them — automatically, continuously, before your competitors get there.

Start your free AI Visibility Audit

[agentconsolehq.com](https://agentconsolehq.com)

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