

AI Buying Committee

Framework

The B2B buying committee now includes a member your sales team has never met: the buyer's AI. Before a human decision-maker enters the evaluation, AI agents are already researching vendors, comparing options, and forming opinions.

WHY THIS MATTERS

“If you do not appear clearly, accurately, and authoritatively when a buyer's AI researches your category — you are not in the consideration set before the conversation begins.”

The Pre-Conversation Evaluation

Traditional demand generation assumes buyers discover you through channels you control. The AI-mediated research phase breaks this assumption. Buyers consult AI assistants before engaging any human seller.

A Present Problem, Not a Future One

Brands not optimized for AI-mediated discovery are becoming invisible in the pre-conversation phase — without knowing it. The buying committee member who can't be pitched is already deciding.

THE FOUR OPTIMIZATION LEVERS

1. Entity Clarity

AI systems build knowledge graphs about entities — people, companies, products, concepts. Ensure your brand, founder, and key frameworks are clearly defined across your website, structured data, and owned content.

2. Answer-Engine Optimization (AEO)

Structure content to directly answer questions buyers ask AI assistants. Use clear definitions, concise summaries, FAQ sections, and structured headings. AI systems favor content organized for direct question answering.

3. Authority Signals

AI systems weight content from authoritative sources. Build authoritative presence through original frameworks, cited research, expert content, and external linking signals.

4. Schema Markup

Implement Organization, Person, Article, FAQ, and HowTo schema markup across your content to help AI systems accurately represent your brand in generated responses.

KEY TAKEAWAYS

01

AI agents now participate in B2B vendor evaluation before any human conversation begins. This pre-conversation research phase is invisible to traditional sales signals.

02

Being absent from AI-mediated vendor research is a strategic problem, not a tactical one. Revenue teams must optimize for AI discoverability deliberately.

03

Entity clarity, AEO, authority signals, and schema markup are the four levers for improving presence in AI-generated vendor recommendations.

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