



The 2026 AI Services

Playbook

Stop Selling Tech. Start Selling Results.





The New Rules of AI Sales

- Selling AI is no longer about features, automations, or agents
- It's about real outcomes, tangible ROI, and solving costly problems
- If you're still pitching technology, you'll lose to those selling solutions that work

The rules have changed. **Here's your new playbook.**

Swipe left





Identify Real Problems

- Don't start with AI. Start with what's broken
- Look for slow, manual, repetitive tasks that leak **time** and **money** every day

Action:

Write down five real problems you've seen in businesses.

Example: Unanswered leads, messy data, slow customer follow-ups.





Choose Your Ideal Client



The same problem appears across industries. Focus on **where it hurts** the most

Action:

Pick one niche or industry (e.g., recruiters, e-commerce brands, marketing agencies) and refine your problem list to fit them





Focus on One Solvable Problem

- You're not selling a platform. You're **selling a fix**

Action:

Choose the problem that:

- *Happens daily*
- *Costs time or money*
- *Fits a standard workflow*

That becomes your core offer



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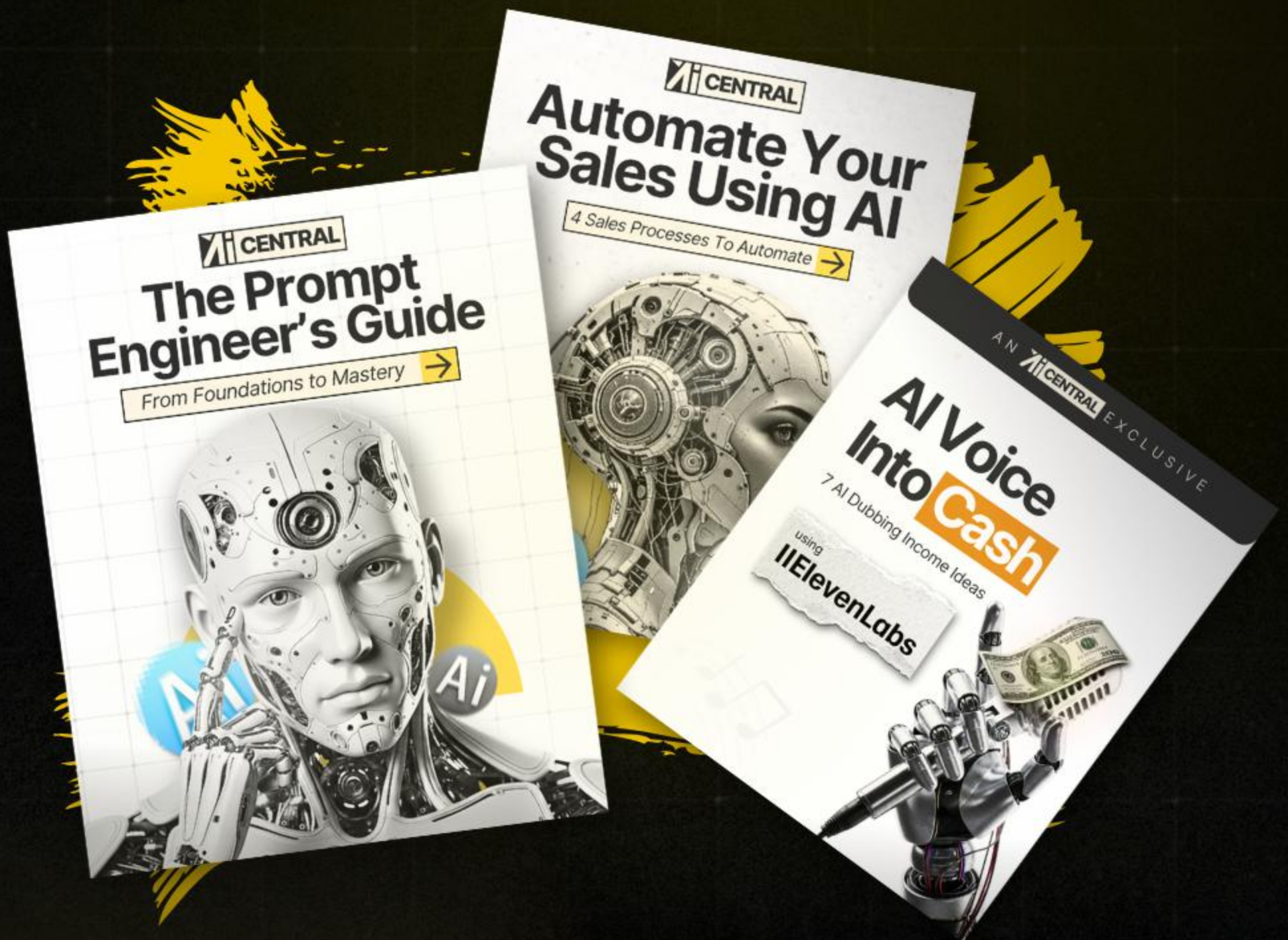
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Frame It as a System

- People buy **outcomes**, not ~~technical~~ details

Action:

Fill in this sentence:

“When [PROBLEM] happens, the system [DOES THIS] so [PAIN] no longer occurs”





Connect to Real Data

- If it doesn't touch real data, it won't work - or sell

Action:

Identify where the problem lives: email, CRM, spreadsheets, forms, etc.

Connect your solution directly to that source





Build & Demo a Working MVP

- Nobody trusts promises. They **trust proof**

Action:

Run your system once on real data and screen-record it.

Show the end-to-end workflow - not just isolated blocks.





Productize & Scale

- You don't need ~~new ideas~~. You need the same fix, delivered again and again

Action:

*Turn your solution into a **template**.*

*Reuse it with new clients - only change their data. Your most profitable systems require **minimal customization***





You've got the guide Now put it to work

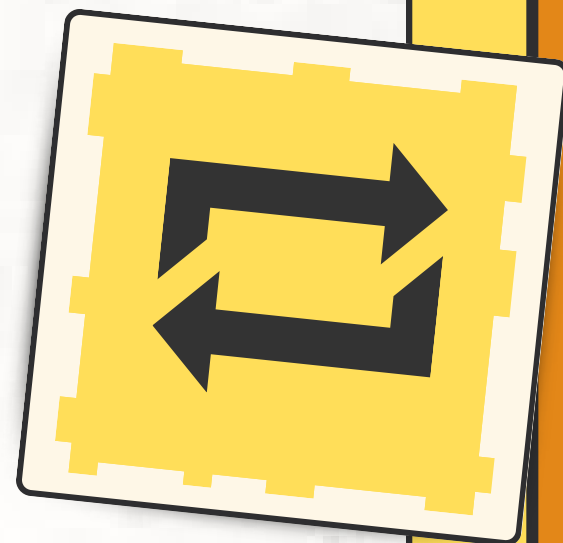
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