MANAGEMENT CONSULTING AI VISIBILITY

When an Executive Asks AI Who Can Solve the Problem, Does Your Consulting Firm Make the Shortlist?

How AI Is Reshaping Consulting Discovery, Trust, Competitive Position, and Market Share

THE STRATEGIC QUESTION

Your firm may have respected partners, strong referrals, deep sector expertise, and an excellent record of client outcomes. But if AI helps a buyer define the problem, set the selection criteria, and narrow the field before your partners are contacted, is your firm still competing for the engagement?

A Precision Practices White Paper

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AI Recommendation Readiness™ for Management and Strategy Consulting Firms

EXECUTIVE SUMMARY

The First Consulting Conversation Is Moving Upstream

The buyer may now arrive at your website after AI has already helped define the problem, the solution category, and the firms worth considering.

Management consulting has always been bought on trust, relevance, and risk reduction. Buyers want confidence that the people advising them understand the industry, recognize the real constraint, and can produce outcomes without creating unnecessary disruption. Referrals, partner reputation, thought leadership, case studies, and chemistry have historically carried that burden.

Those assets still matter. What has changed is the point at which they enter the decision. Executives can now use ChatGPT, Google AI features, Gemini, Claude, or Perplexity to work privately through strategic uncertainty: diagnose a growth plateau, compare operating models, explore post-merger integration risks, assess whether outside support is warranted, and identify consulting firms with relevant experience.

THE RISK IS NOT SIMPLY LOWER TRAFFIC

The larger risk is exclusion from consideration. A capable firm can remain respected, well referred, and highly ranked, yet lose the opportunity because AI does not understand or surface why that firm belongs on the shortlist.

This is especially consequential in consulting because selection is often advanced before direct contact. Research across B2B buying shows that buying groups frequently order their shortlist before engaging sellers, and that the first firm contacted is usually the preferred firm rather than a blank-slate option.

- Why AI-mediated research is strategically relevant to consulting, not merely a marketing trend.
- How problem definition, category selection, and firm discovery can converge in one AI conversation.
- Why respected firms can be absent even when their real-world expertise is strong.
- How to protect partner authority, thought leadership, case proof, referrals, and brand investment.
- The five pillars of AI Recommendation Readiness™ and how to benchmark Recommendation Performance.
- A practical 0-30, 31-90, and 90+ day roadmap for closing the recommendation gap.
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A NECESSARY CAVEAT

There is no universal AI ranking and no guaranteed optimization formula. Outputs vary by platform, model, prompt, location, personalization, source access, and time. The management objective is not to game one answer. It is to reduce ambiguity, strengthen credible evidence, and measure patterns across realistic buying questions.

SECTION 1

Consulting Firms Built Their Advantage on Reputation, Expertise, and Access

The historical consulting moat was not one channel. It was the combined force of relationships, recognized expertise, and proof that reduced buyer risk.

A strong consulting practice rarely becomes visible by accident. Its market position is typically built through years of partner networks, repeat clients, referrals, industry participation, executive relationships, published insight, speaking, distinctive methods, and delivery results.

For large firms, the moat may include global brand recognition, analyst relationships, alumni networks, and procurement familiarity. For specialist and boutique firms, it is more likely to rest on partner credibility, category expertise, a sharper point of view, faster access to senior talent, and evidence that the firm can solve a narrow class of problems unusually well.

The market remains substantial. Source Global Research estimated the global consulting market at $275 billion in 2025 and projected strategy consulting to exceed $60 billion. In its 2026 U.S. market research, based on 200 senior buyers, half expected to pay higher consulting fees despite anticipated AI efficiency gains. Buyers were not abandoning consultants; they were becoming more discerning about value, productivity, resilience, and proof.

$275B

A large market with intensifying scrutiny

Source Global Research estimated the global consulting market at $275 billion in 2025, with strategy consulting forecast to exceed $60 billion.

Source: Source Global Research: consulting demand by service line

50%

AI is changing economics, not eliminating demand

Half of senior U.S. consulting buyers surveyed for Source's 2026 market report expected to pay higher fees, even as AI efficiency gains put pressure on pricing structures and value proof.

Source: Source Global Research: U.S. Consulting Market 2026

THE BUSINESS IMPLICATION

Consulting firms are not entering a shrinking relevance market. They are entering a more scrutinized one. Visibility without clear relevance will matter less; credible evidence tied to a specific business problem will matter more.

SECTION 2

The Consulting Buyer Often Decides Before the First Meeting

In high-consideration B2B buying, direct contact frequently validates an emerging preference rather than creating one.

Consulting leaders often think the first discovery call is the start of the sale. For the buyer, it may be closer to the start of validation. Before the call, the buying group may already have debated the problem, defined the engagement category, gathered peer input, reviewed firms, and formed a preferred option.

The 2025 6sense Buyer Experience Report, based on thousands of recent B2B buyers, found that 94% of buying groups ordered their shortlist before engaging sellers. Buyers contacted the preferred vendor first and purchased from that vendor in nearly 80% of cases. The study spans B2B categories rather than consulting alone, so it should be treated as directional evidence, not a consulting-specific conversion benchmark. The pattern is still strategically relevant: influence is often won before direct contact.

94%

The shortlist is usually ordered before contact

In the 2025 6sense study, 94% of buying groups ranked their shortlist before engaging sellers. The preferred vendor was contacted first and won nearly 80% of the time.

Source: 6sense: 2025 B2B Buyer Experience Report

Consulting amplifies this dynamic because the buyer is selecting judgment, not a standardized product. The research phase helps answer questions such as: What kind of problem is this? Is the need strategic, operational, technological, organizational, or commercial? Do we need a global firm, a specialist, an individual advisor, or an implementation partner? What experience will internal stakeholders consider credible?

FIRST CONTACT MAY BE A PREFERENCE SIGNAL

When the buyer calls your firm first, the firm may already be leading. When the buyer never calls, the loss does not appear in your CRM. That is why pre-contact visibility is a market-share issue.

SECTION 3

AI Is Becoming a Private Problem-Framing Workspace

Executives can move from uncertainty to action without exposing the issue internally or entering a sales process.

Many consulting needs begin in an uncomfortable middle ground. The executive knows something is wrong, but the diagnosis is not settled. Revenue may be growing while margin declines. A transformation may be behind schedule. A merger may have produced role confusion. A founder may be unsure whether the constraint is positioning, sales execution, leadership capacity, or delivery design.

Conversational AI fits naturally into this stage because it is fast, iterative, and available before the executive is ready to speak publicly. The user can test hypotheses, compare frameworks, pressure-test assumptions, and refine the language used to describe the problem.

- Why are we growing revenue but losing contribution margin?
- How do I distinguish a positioning problem from a sales-execution problem?
- What operating model works for a multi-office professional services firm?
- What are the failure points in post-merger integration after the first 100 days?
- When should a founder-led company hire a COO, use a fractional executive, or engage a consulting firm?
- Which strategy firms have documented experience in our industry and situation?
- What questions should our team ask in the first consulting meeting?
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THE CONVERSATIONAL GATEWAY

The buyer is not merely searching. The buyer is learning how to describe the problem, what criteria to use, and which advisors appear to fit. That means consulting demand can be shaped before a firm sees a website visit, content download, or inquiry.

This does not mean executives will delegate final selection to AI. Consulting purchases carry political, financial, and career risk. Human judgment, references, chemistry, procurement, and stakeholder alignment remain decisive. But AI can influence which firms receive the chance to clear those later gates.

SECTION 4

The New Competitive Battleground Is the Shortlist

AI can compress a broad market into a small consideration set, making omission more consequential than a lower search position.

Traditional search gives a buyer many visible options: firm websites, directories, analyst content, news coverage, articles, and paid placements. Even a firm that does not rank first can still earn attention through a second query, a referral, a partner profile, or a strong point of view.

Generative answers work differently. They synthesize, summarize, and may name only a few firms or sources. The user can then ask a follow-up that narrows by industry, company size, geography, business model, problem type, partner background, delivery model, or price range.

8%

AI summaries are associated with fewer clicks

Pew Research Center found that users clicked a traditional result in 8% of visits when a Google AI summary appeared, compared with 15% when no AI summary appeared. Sessions ended after 26% of AI-summary pages versus 16% of traditional-result pages.

Source: Pew Research Center: Google users and AI summaries

Pew's analysis covers Google behavior generally, not consulting searches specifically. It nevertheless demonstrates the structural issue: when a synthesized answer appears, fewer users continue into the traditional results. A consulting firm can therefore retain rankings while losing a share of opportunities that never generate a click.

YOU CAN LOSE THE ENGAGEMENT BEFORE YOU KNOW IT EXISTED

If your firm is absent from the AI-created consideration set, there may be no lost lead, no rejected proposal, no missed call, and no attribution signal. Traditional reporting can look healthy while a new layer of discovery quietly favors competitors.

SECTION 5

Why Strong Consulting Firms Can Still Be Left Out

Real-world authority and machine-perceived relevance are not the same thing.

A firm can have exceptional partners, meaningful client outcomes, a respected referral network, and decades of category experience, yet still be difficult for an AI system to represent accurately. The issue may not be quality. It may be ambiguity.

Compare a generic claim such as 'We help leaders transform and grow' with evidence that connects a firm to a precise situation: a named industry, a business model, a specific operating constraint, a repeatable diagnostic method, partner experience, and documented outcomes. The second is easier for both people and machines to interpret.

- Generic service language that does not define the situation, trigger, client, or outcome.
- Partner biographies that list career history but do not connect expertise to current advisory work.
- Case studies that celebrate success without explaining the client context, intervention, contribution, or evidence.
- Thought leadership that is insightful but disconnected from the firm's services, experts, and proof.
- Important frameworks or research locked behind forms or buried in image-only PDFs.
- Inconsistent firm names, partner rosters, office information, service descriptions, or market categories across the web.
- Sparse independent corroboration from clients, media, associations, events, directories, or trusted industry sources.
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73%

Thought leadership is part of capability assessment

In Edelman and LinkedIn's 2024 research, 73% of decision-makers said thought leadership was a more trustworthy basis for assessing capabilities than marketing materials and product sheets.

Source: Edelman-LinkedIn B2B Thought Leadership Impact Report

CONSULTING HAS A PARTICULAR EXPOSURE

The product is expertise. If the firm's expertise is generic, inaccessible, weakly connected, or unsupported online, AI has less evidence with which to explain why the firm belongs in the recommendation.

SECTION 6

The AI Recommendation Gap™

The commercial gap is the distance between what the firm can do and what the market's emerging answer systems can confidently understand, verify, and surface.

AI RECOMMENDATION GAP™

The difference between a consulting firm's real-world expertise, relevance, and record of results and the degree to which AI systems accurately understand, support, and surface that firm for the business problems it is best equipped to solve.

The gap is rarely one technical defect. It is usually the accumulated effect of positioning, content, evidence, architecture, and off-site authority. A firm's real expertise may live across partner memory, proposal decks, private client work, conference presentations, and scattered web pages. AI can only work with the evidence it can access and connect.

The commercial consequence is not limited to discoverability. AI may also flatten the firm's positioning, associate it with the wrong client segment, overlook a specialist capability, confuse current and former partners, or describe the firm in generic terms that erase its premium.

What the firm knows to be true	What AI may infer	Commercial consequence
Deep expertise in post-merger operating models	General strategy and transformation firm	Missed fit for a high-value integration mandate
Partners work directly with clients	Boutique firm with limited delivery capacity	Premium model mistaken for lack of scale
Strong outcomes in regulated professional services	Broad B2B growth advisory	Industry specificity disappears
Distinctive diagnostic-led engagement	Consulting services and fractional support	Buying criteria become unclear

THE MANAGEMENT QUESTION

Where is the firm genuinely differentiated, and can an outside system find enough coherent, credible evidence to explain that differentiation without relying on insider knowledge?

SECTION 7

What AI Needs to Understand About a Consulting Firm

The goal is not to feed an algorithm. It is to make the firm's market position clear, connected, and verifiable.

Problem and outcome specificity

Can the system distinguish the business situations the firm addresses, the decisions it supports, and the outcomes it helps create?

Ideal-client and context relevance

Can it identify the industries, company stages, business models, geographies, and stakeholder types where the firm's expertise is most applicable?

Partner authority

Can it connect named partners to relevant experience, publications, speaking, credentials, methods, sectors, and client problems?

Method and engagement clarity

Can it understand how the firm works: diagnostic, strategy, implementation, interim leadership, transformation office, or another model?

Client proof

Can it connect claims to credible case evidence, quantified outcomes where permitted, client testimony, and independent corroboration?

Entity consistency

Are firm names, people, offices, services, and descriptions current and consistent across the website and external sources?

VISIBLE → UNDERSTOOD → SUPPORTED → RELEVANT → RECOMMENDED

Recommendation is downstream of clarity. A firm must first be findable, then accurately interpreted, then supported by evidence, and finally relevant to the particular question being asked.

NO MAGIC SCHEMA

Google states that there are no special technical requirements or special schema.org markup required for AI Overviews or AI Mode. Foundational SEO, crawlability, helpful people-first content, internal linking, and structured data that matches visible text remain the relevant practices. Schema can clarify content; it does not manufacture authority or guarantee inclusion.

Source: Google Search Central: AI features and your website

SECTION 8

The Five Pillars of AI Recommendation Readiness™

A consulting-specific framework for testing whether real-world authority is translating into recommendation visibility.

1. Positioning & Entity Clarity	2. Expertise Architecture	3. Answer Readiness	4. Independent Authority	5. Client Proof & Trust
Clear firm, partner, service, sector, location, and client-context signals	Connected services, partners, cases, insights, methods, and industries	Direct answers to executive questions from uncertainty through selection	Credible citations, associations, media, events, directories, and peers	Specific case evidence, testimonials, references, outcomes, and consistency

1. Positioning and Entity Clarity

Can AI identify who the firm is, what it is known for, who it serves, where it operates, and how its current partners and offers relate?

2. Expertise and Knowledge Architecture

Do services, industries, partners, methods, case studies, insights, and FAQs reinforce one another rather than exist as isolated assets?

3. Answer Readiness

Does the firm answer the questions executives ask while diagnosing the problem, comparing alternatives, evaluating risk, and selecting an advisor?

4. Independent Authority

Do credible outside sources confirm the firm's people, expertise, point of view, and participation in the market?

5. Client Proof and Trust Signals

Do case evidence, client voices, outcomes, references, awards, and consistent profiles support the firm's claims?

FOUNDATION: RECOMMENDATION PERFORMANCE

The five pillars describe the evidence available. Recommendation Performance measures the market outcome: appearance frequency, accuracy, prominence, source support, consistency, competitor presence, and change over time across a controlled set of buying questions.

SECTION 9

Where Consulting Market Share Leaks

Most firms will find a series of small evidence and positioning failures rather than one dramatic technical problem.

Everything sounds like transformation

Broad claims about strategy, growth, innovation, and transformation make firms interchangeable. Strong positioning names the problem, context, audience, and distinct contribution.

The partner is more credible offline than online

A buyer may know the partner's reputation, while AI sees a thin biography, few connected publications, and no direct link between that partner and the relevant service.

Case studies are too vague to prove fit

Confidentiality matters, but anonymization does not require emptiness. Sector, scale, situation, intervention, role, and outcome can often be described without exposing the client.

Thought leadership is not connected to commercial relevance

A strong article may build authority, but the site does not show which experts, services, methods, and client problems it supports.

The website explains offers, not buying questions

Executives are asking how to diagnose, compare, sequence, govern, and de-risk change. Service descriptions alone may not address those questions.

External signals conflict

Old partner pages, inconsistent names, stale offices, and divergent capability descriptions make verification harder.

AI claims are treated as a campaign

One burst of content or schema work cannot replace ongoing market evidence, real expertise, and repeatable measurement.

PROTECT THE ASSETS ALREADY EARNED

The first priority is usually not producing more content. It is making the firm's existing expertise, people, methods, cases, and independent proof easier to discover, interpret, and connect.

SECTION 10

Is Your Firm Actually Making the Shortlist?

The first step is a defensible baseline, not optimization.

A meaningful baseline tests the firm across the questions real buyers ask, not only branded prompts such as 'Tell me about our firm.' Branded prompts test factual accuracy. Unbranded and comparative prompts test market position.

Prompt family	What it reveals	Example
Problem framing	Whether the firm is connected to the executive's underlying issue	Why are margins falling even though revenue is growing?
Solution category	Whether AI maps the issue to the right form of support	Do we need a strategy firm, fractional executive, or implementation partner?
Firm discovery	Whether the firm appears for its priority work	Which consultancies specialize in post-merger operating models for professional services?
Comparison	Which attributes and competitors shape the choice	Compare specialist and global firms for a 90-day growth diagnostic.
Branded validation	Accuracy of firm, partner, capability, and proof descriptions	What is [Firm] known for, and what evidence supports that?

Each test should record platform, model, date, prompt wording, geography or market context, firms surfaced, order or prominence, sources cited, factual accuracy, and any material omissions. Because outputs are dynamic, isolated screenshots are anecdotes. Patterns across a controlled prompt set are the useful management signal.

WHAT NOT TO CLAIM

Do not report an 'AI ranking' as if it were stable, universal, or equivalent to a Google position. Do not treat a favorable branded answer as proof of unbranded visibility. Do not promise inclusion based on schema, keyword density, or a single content rewrite.

The objective is to answer four questions: Where are we consistently understood? Where are we consistently omitted? Which competitors are easier for AI to justify? Which evidence or architecture gaps are within our control?

SECTION 11

A Practical Roadmap to Protect Competitive Position

Recommendation readiness is a management discipline: baseline, strengthen, corroborate, measure.

0-30 Days: Establish	31-90 Days: Strengthen	90+ Days: Reinforce
Benchmark prompts; audit firm, partner, service, case, and external profiles; identify material accuracy and shortlist gaps.	Clarify priority offers and client contexts; improve partner bios and case proof; connect services, people, industries, methods, and insights; correct inconsistencies.	Publish original research and point of view; earn independent corroboration; deepen case evidence; repeat measurement and adjust priorities.

Phase One: Establish the baseline | 0-30 days

- Define priority markets, services, industries, buyer roles, and business situations.
- Create a controlled mix of problem, category, discovery, comparison, and branded prompts.
- Benchmark across multiple major AI platforms and record sources, accuracy, and competitor patterns.
- Audit priority service pages, partner bios, industry pages, case studies, research, and external profiles.
- Separate high-consequence accuracy problems from lower-priority content gaps.

Phase Two: Strengthen clarity and evidence | 31-90 days

- Rewrite priority positioning around specific client situations, decisions, and outcomes.
- Connect partner expertise directly to services, sectors, methods, insights, and relevant cases.
- Strengthen case studies with context, intervention, role, evidence, and outcome without violating confidentiality.
- Answer executive questions that bridge diagnosis, alternatives, selection, and risk.
- Correct inconsistent external facts and implement accurate, page-appropriate structured data where useful.

Phase Three: Reinforce authority and measure change | 90+ days

- Develop original research, proprietary benchmarks, or distinctive frameworks tied to priority work.
- Pursue independent citations, industry participation, media, associations, events, and expert contribution.
- Repeat the controlled benchmark and assess movement in accuracy, sources, shortlist presence, and competitor patterns.
- Use findings to decide where additional content or authority building is justified.
- Integrate recommendation visibility with brand, demand generation, referrals, business development, and client listening.
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THE GOAL IS NOT MORE CONTENT

The goal is clearer market position, stronger evidence, credible corroboration, and better translation of the firm's real-world authority into the systems shaping buyer consideration.

SECTION 12

The Firms That Adapt First Can Protect the Trust They Already Own

AI does not erase the consulting relationship. It changes who enters the relationship and what the buyer believes before it begins.

Search is not disappearing. Referrals are not disappearing. Partner reputation, client references, chemistry, procurement, and delivery credibility remain central to consulting decisions. The change is that buyers have another place to define the problem and assess the market before those assets are fully visible.

The strongest consulting firms already own much of the raw material they need: judgment, expertise, methods, outcomes, networks, client trust, and a distinctive view of the problems they solve. The challenge is making that authority coherent enough to be understood by people and machines outside the firm's relationship network.

This is not a mandate to chase every platform or rewrite every page for an algorithm. It is a mandate to understand how the market is being interpreted, correct material gaps, and protect the value of expertise the firm has spent years building.

THE LEADERSHIP MANDATE

Measure the new recommendation layer. Clarify what the firm should be known for. Connect claims to proof. Close the highest-value gaps before competitors become easier to understand and justify.

When an executive asks AI who can solve the problem, does your firm make the shortlist?

APPENDIX A

Management Consulting AI Readiness Self-Assessment

A 'yes' should be supported by observable evidence, not internal belief.

☐ Can AI accurately describe the firm's priority services, industries, and client situations?

☐ Does it distinguish the firm's strongest capabilities from generic strategy or transformation language?

☐ Can it identify the buyer roles, business models, company stages, and geographies where the firm is relevant?

☐ Are current partners, roles, biographies, and credentials consistent across owned and external sources?

☐ Do priority service pages answer the questions executives ask before contacting a consultant?

☐ Are partners visibly connected to the services, sectors, methods, cases, and insights they support?

☐ Do case studies explain context, intervention, role, and outcomes with credible specificity?

☐ Can independent sources corroborate the firm's expertise and market participation?

☐ Are important frameworks and research accessible in indexable text, not only gated or image-based files?

☐ Does structured data accurately match the visible content and current organization?

☐ Can AI explain why the firm may be relevant to a specific business problem?

☐ Does the firm appear in unbranded prompts tied to its priority work?

☐ Are AI descriptions materially accurate, current, and appropriately qualified?

☐ Which competitors appear when the firm does not, and what evidence supports them?

☐ Is testing repeatable across platforms, models, dates, prompts, and relevant geographies?

☐ Is there an owner and process for correcting material errors and monitoring changes?

☐ Are confidential client information and proprietary data excluded from public AI testing?

APPENDIX B

Sample AI Questions for Consulting Benchmarking

Private uncertainty and problem framing

- Why is our professional services firm growing revenue but losing margin?
- How do I determine whether our growth problem is positioning, sales execution, or delivery capacity?
- What causes post-merger integration to stall after the first 100 days?
- What operating model works for a founder-led company that has outgrown informal management?

Solution category and engagement design

- Should we hire a COO, a fractional executive, or a management consulting firm?
- When is a diagnostic engagement better than a long-term consulting retainer?
- What should a strategy consulting engagement include before implementation begins?
- How should a board evaluate whether outside transformation support is necessary?

Firm discovery and comparison

- Which management consulting firms specialize in founder-led professional services companies?
- Which boutique strategy firms have documented experience in post-merger operating models?
- Compare global and specialist consulting firms for a 90-day growth and operating-model diagnostic.
- What should I look for when choosing a consulting partner for revenue operations alignment?

Branded validation

- What is [Firm] known for, and which industries does it serve?
- Which partners at [Firm] have experience with [specific issue]?
- What evidence supports [Firm]'s claims about [capability]?
- How does [Firm] compare with other consultancies for [business situation]?
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TESTING NOTE

Use synthetic or public business scenarios. Do not enter confidential client data, privileged material, nonpublic financials, personal information, deal terms, or proprietary methods into public AI tools.

APPENDIX C

Glossary

AI Overview: A Google-generated summary that may appear within search results and include links to supporting sources.

AI Mode: A Google Search experience designed for more complex exploration, follow-up questions, reasoning, and comparisons.

Answer Engine Optimization (AEO): The practice of making information easier for answer systems to find, understand, and present accurately.

Generative Engine Optimization (GEO): A developing field focused on how sources are represented or cited in generative answers. Research is evolving; commercial promises often exceed the evidence.

AI Recommendation Gap™: The difference between a firm's real-world expertise and the degree to which AI systems accurately understand, support, and surface it.

Entity: A distinct person, organization, service, industry, location, method, or concept that systems can identify and connect.

Structured Data: Machine-readable markup that describes page content. It should match visible content and does not guarantee inclusion in AI results.

Knowledge Architecture: The way services, industries, people, methods, cases, insights, and questions are organized and connected.

Recommendation Performance: The observed frequency, accuracy, prominence, consistency, source support, and competitor context of a firm's presence in relevant AI answers.

Zero-click behavior: A search interaction in which the user receives enough information without visiting an external website.

APPENDIX D

Research Notes and Sources

External findings are presented as directional evidence with scope and limitations. The AI Recommendation Readiness™ framework is Precision Practices' strategic model.

Source Global Research — Which consulting services are clients set to buy?

Global consulting market and service-line context, including the 2025 estimate of $275 billion and strategy consulting above $60 billion.

Source Global Research — The U.S. Consulting Market in 2026

Survey-based U.S. buyer context, including expected fee and value dynamics. The public page summarizes a study of 200 senior buyers.

6sense — 2025 B2B Buyer Experience Report

B2B, not consulting-only, evidence on pre-contact shortlist formation and buyer-controlled first contact.

Pew Research Center — Google users and AI summaries

Observed browsing behavior across 68,879 Google searches from 900 U.S. adults; not specific to consulting searches.

McKinsey — The State of AI: Global Survey 2025

Enterprise AI adoption context: 88% reported regular AI use in at least one business function, while most organizations remained in pilot or early scaling stages.

Edelman-LinkedIn — 2024 B2B Thought Leadership Impact Report

Research on how decision-makers use thought leadership to assess capabilities, research options, and respond to outreach.

Google Search Central — AI features and your website

Primary technical guidance: no special requirements or special schema are necessary for AI Overviews or AI Mode; foundational SEO and people-first content remain relevant.

METHODOLOGICAL BOUNDARY

This paper does not claim that one platform, prompt, or optimization predicts consulting revenue. It argues for a repeatable management process: test realistic questions, evaluate accuracy and competitive patterns, strengthen evidence, and measure change.

About Precision Practices

Precision Practices helps professional services firms clarify market position, reduce growth friction, and translate real-world expertise into search and AI systems. Learn more at precisionpractices.com