

How Many Orders Is AI Sending to Your Competitors?

The AI Shortlist Checklist for brands selling B2B and into verticals

Find out if AI is sending your bulk, wholesale, and vertical buyers to someone else.

Your buyers changed how they buy

AI is changing how brands get chosen. It shapes the shortlist before you ever know a buyer is looking.

An HR manager needs 300 branded beanies and quarter-zips for holiday employee gifts. She doesn't Google it. She asks ChatGPT who can do 300 custom employee gifts before the holidays, gets three names, and requests quotes from those three.

If you're not one of them, you never knew she was looking.

The middle of the funnel is gone. More corporate buyers, athletic directors, school stores, and healthcare teams are asking AI who to buy from, and AI answers with a shortlist. Being on that shortlist is your revenue.

AI builds the list largely from what it can find and verify about you: your product data, the buyer questions your site answers, your reviews, and who else is talking about you. Ranking on Google doesn't guarantee you're on it.

Check off what's true for your brand today. Then score yourself at the end and use it to find where revenue is slipping through before it ever reaches your business.

1. Product and catalog data

AI leans on clear, structured product data.

- ☐ Every product detail page (PDP) has Product schema with name, brand, price or "starting at" pricing, and availability
- ☐ Variants like size, color, and material are listed on the page in plain text
- ☐ SKUs, and GTINs where they apply, are consistent everywhere your catalog lives, including your product feed if you run one
- ☐ Minimums, bulk pricing tiers, and turnaround times are on the page where a buyer can see them without requesting a quote

2. Vertical and buyer content

B2B buyers ask specific questions. AI is more likely to name the brands that answer them.

- ☐ You have a dedicated page for each vertical you sell into, such as corporate gifting, schools, teams, or healthcare

- ☐ Your site answers what bulk buyers ask before they request a quote: decoration options, rush orders, proofs, and lead times
- ☐ Your FAQs use your buyers' own words, like "how fast can you do 300 shirts" or "do you have a minimum on embroidery"
- ☐ You publish customer stories by vertical, with the type of customer, the order, and how it turned out

3. Reviews and proof

AI weighs what other people say about you heavily.

- ☐ Your on-site reviews have written text that mentions how the order was used, like a company event or a team season
- ☐ You also have reviews on at least one third-party platform, such as Google or Trustpilot
- ☐ You show customer logos or named customers, with their permission
- ☐ You've been included in "best of" or roundup articles for your verticals, like "best corporate gifting companies"

4. Technical foundations

If AI can't read your site, most of this list won't help.

- ☐ Your robots.txt isn't blocking AI search and retrieval crawlers such as OAI-SearchBot, PerplexityBot, Claude-SearchBot, and Claude-User
- ☐ Key product details show up on the page without heavy JavaScript or a quote form standing in front of them
- ☐ FAQ and Organization schema are in place where they apply
- ☐ Your vertical pages are linked from your main navigation, with no orphaned pages

5. Brand authority

AI is more likely to recommend brands it can verify in more than one place.

- ☐ You're listed in the industry directories and associations in your space
- ☐ Trade publications, local press, or partner sites have mentioned you outside your own blog
- ☐ Your About page says plainly what you make, who you sell to, and what makes you different
- ☐ Your brand name, address, and product specs match across your site, Google Business Profile, directories, and any marketplace you sell on

What Is Your Score Costing You?

Add up your checked boxes.

Score	Where you stand	What to do first
0 to 7: Invisible	AI has little to work with. Competitors with cleaner data may be getting quote requests that could have been yours.	Start with Section 1. Most of the list depends on AI being able to read your products.
8 to 14: Emerging	You may show up for some questions and disappear on others, depending on how the buyer asks.	Find the section with the fewest checks and close that gap first.
15 to 20: Shortlisted	Most of what AI looks for is in place. Competitors will come for your spot.	Keep adding vertical pages, customer stories, and third-party mentions. The brands that keep at it hold the spot.

Why this is a revenue problem

Every buyer who asks AI and gets three names is an order going to whoever is on that list.

You helped create that demand. Your ads and your referrals may be part of why she's shopping for custom apparel in the first place. When she asks AI who to buy from, the order goes to the brand AI names.

And you never see it. There's no lost deal in your CRM and no abandoned cart. The order just never comes in.

B2B orders come back, too. The company that orders 300 employee gifts this holiday season often orders again next year. Miss the first order and you can lose the reorders too.

Want to see who's getting that business?

This checklist shows you where you stand. Your free AI Presence Score shows you who AI is naming in your category across ChatGPT, Perplexity, Google AI Overviews, and Gemini, and why they're getting picked.

Get a clear picture before you spend another dollar on ads.

[See who's getting your orders](#)