

AI is changing
how buyers find suppliers.

AI Visibility Tailored Implementation

We connect product information and evidence
so buyers can find and compare your offering.



What buyers need to know

Buyers need different answers during initial discovery and after a trade show.

01 Finding suppliers

"Find suppliers of [product] that meet [buying requirements]."

Product uses and operating conditions
Specifications and supply capabilities

02 Comparing after a trade show

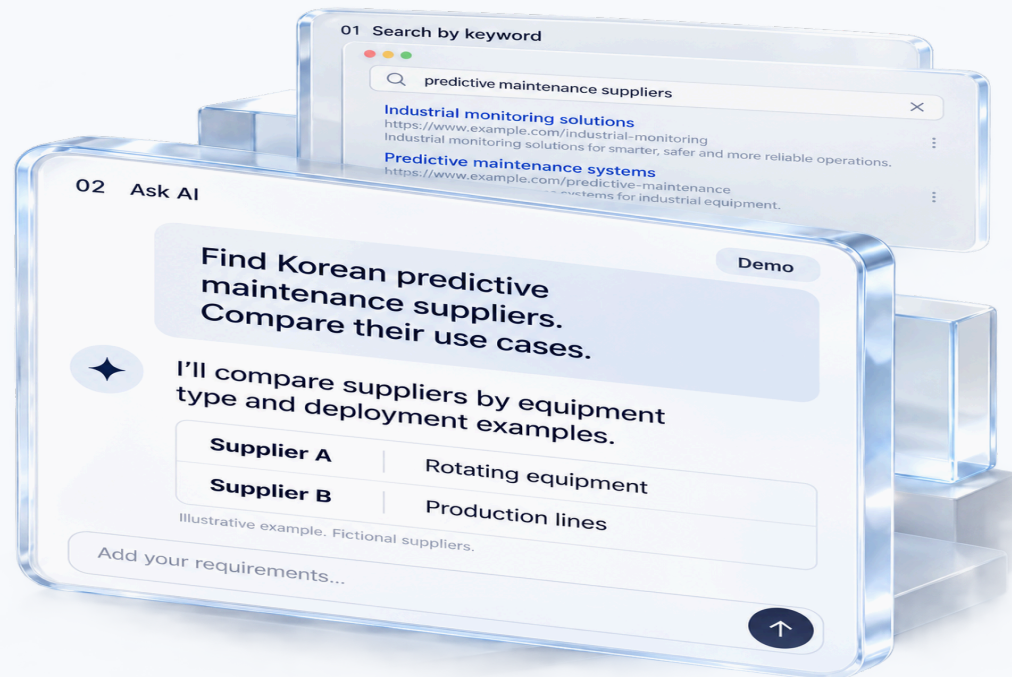
"Does [company]'s product meet our requirements?"

Case studies, test reports and certification evidence
Sources and ways to request more information

Illustrative questions for content planning. Not actual buyer records or observed AI responses.

Buyers search for solutions, not just company names

Alongside browsing search results, buyers can ask AI for suppliers that meet their requirements.



Questions buyers may ask

"Find Korean suppliers that can detect equipment failures early."

"Who offers technology that directs sound to a specific zone?"

"Which suppliers should we review to reduce energy use?"

Questions and supplier screens are illustrative, not actual search records or observed AI recommendations.

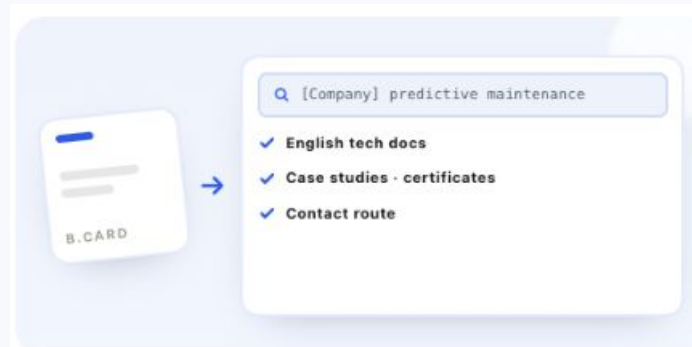
Buyer evaluation continues after the show

Business cards and brochures should lead to online product information and supporting evidence.



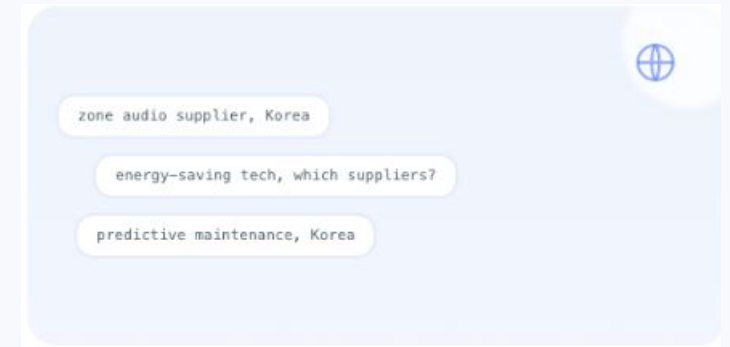
At the trade show

Introduce your products with cards and brochures.
Share links buyers can revisit.



When buyers look you up again

Buyers compare your company and products,
checking use cases and certification evidence.



When buyers seek a new supplier

Buyers search by technology and requirements.
They need clear uses and operating conditions.

The same materials support trade shows, follow-up evaluation and discovery by new buyers.

Is your product information linked to evidence?

Our free readiness check identifies missing information and disconnected evidence.



Information access

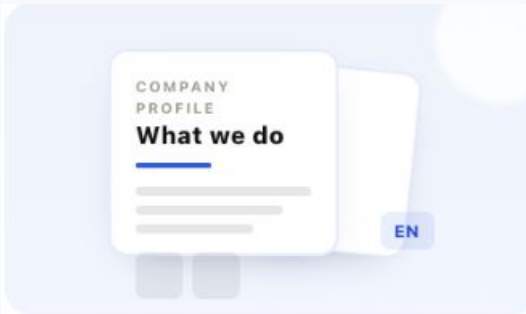
Product details & evidence

Contact routes

We review websites and public materials, not actual AI answers or recommendations. Visuals are illustrative.

12 weeks to build the information buyers need

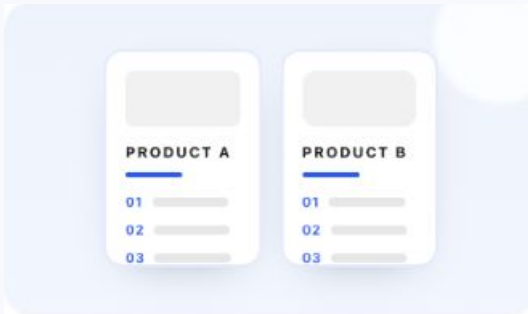
We improve existing materials and build the content and functions identified in the review.



Make your company clear

Company profile

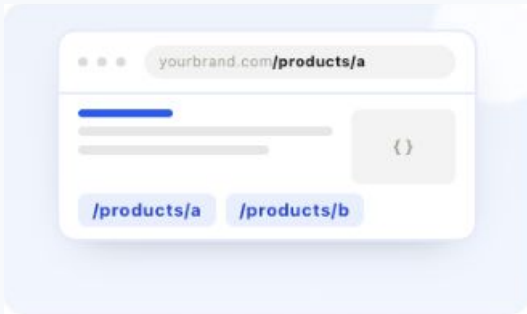
Explain your expertise and supply capabilities clearly.



Make products comparable

Product details & brochures

Present uses, specifications and conditions for comparison.



Connect key materials

Website & resource links

Link products to case studies, evidence and contact details.



Support your claims

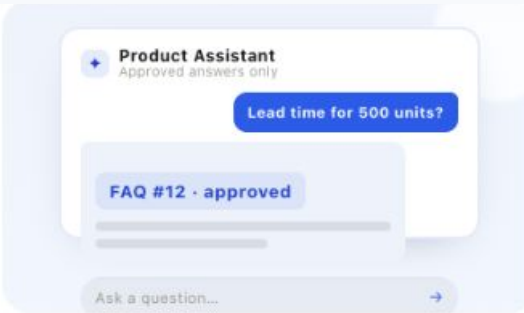
FAQs, cases & certifications

Answer recurring questions and link verifiable sources.

Examples of company-owned deliverables. Scope and quantities depend on existing assets and review findings.

Support that continues beyond the inquiry

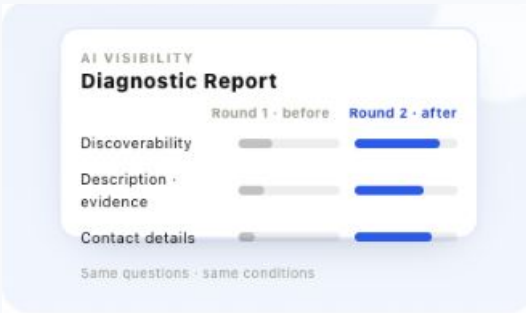
Systems and operational support are agreed to fit your needs. Scope varies by company.



Answer common questions

AI chatbot setup

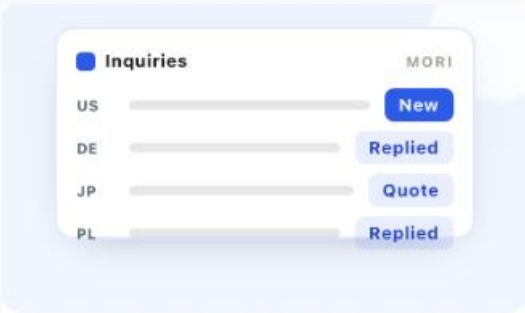
Use approved materials to guide buyers and route inquiries.



Track improvements

Findings & change log

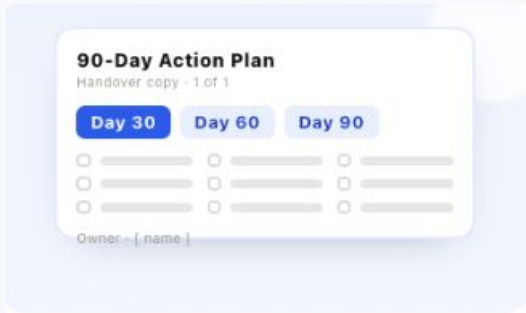
Record improvements to access, explanations, evidence and contact information.



Follow up on inquiries

MORI follow-up

Manage buyer inquiries, conversation records and next-contact dates.



Keep your team operating

Operating guide

Hand over processes for content updates and ongoing follow-up.

Chatbot and MORI are system services. Access periods, scope and deliverable handover terms are agreed separately.

Help AI understand your strengths when buyers ask

Discuss an AI Visibility implementation that connects product strengths with supporting evidence.

Who this is for

- 01 Companies preparing product materials and contact routes for CES or overseas shows**
- 02 Companies planning overseas sales around target markets and key products for 2027**
- 03 Companies improving English websites and brochures around buyer questions

Request an AI Visibility consultation >

connectai.kr/ai-visibility-check