

Stop Selling AI Agents, Sell AI Solutions Instead

By: [Nate Herk](#)

Why Selling “AI Agents” Isn’t Enough

- **Hype vs. Reality:** AI agents and workflows are trendy buzzwords, but businesses only care about results — saving time, saving money, and regaining focus.
- **Commoditized Market:** Selling pre-built “agents” or “workflows” quickly becomes a race to the bottom on price. Templates are everywhere.
- **The Taxi Analogy:** Just like you don’t care what car gets you across town, businesses don’t care how you deliver a solution. They care about the outcome.

Key takeaway: Stop pitching tools. Start pitching outcomes.

What Businesses Actually Want: AI Solutions

- **Tools vs. Solutions:**
 - *AI Workflow* = a tool.
 - *AI Solution* = a tool that directly solves a business pain.
- **Frame Outcomes, Not Features:**
 - Instead of: “I’ll build you a chatbot.”
 - Say: “I’ll cut customer support workload by 60%.”
- **Think Like Medicine:** Clients don’t care if it’s Advil or Tylenol. They just want the headache gone.

Key takeaway: Always tie the solution back to solving a measurable pain point.

The Framework: Diagnose → Solve → Value → Price

1. **Diagnose** – Find where the business is losing time, money, or focus.
2. **Solve** – Build a system that fixes that exact pain.
3. **Value** – Translate that into real numbers (hours or dollars saved).
4. **Price** – Anchor your price as a fraction of the yearly savings.

Example:

- Pain: 5 hours a week onboarding clients.
 - Value: 200+ hours a year → \$10K in labor saved.
 - Solution Price: \$3,000.
 - Framing: Not an expense — an investment.
-

Step-by-Step Guide for Beginners

Step 1 — Pick a Niche & Diagnose the Landscape

- Choose one group so problems repeat (agencies, real estate, e-com, coaches, local services, SaaS).
 - Run it through 3 filters:
 - Do they repeat processes weekly?
 - Can they say yes and pay fast?
 - Do you already speak their language?
 - Example pains:
 - Agencies: onboarding, reporting, content ops.
 - Real Estate: lead triage, showing coordination.
 - E-Com: customer support, returns, product content.
 - Coaches: application filtering, calendar triage.
-

Step 2 — Talk to 5–10 Businesses

- Use short “diagnosis calls” to uncover pain points.

- Script idea: *“I’m mapping top time drains in [niche]. In 15 minutes I’ll try to quantify your biggest bottleneck and share where AI actually helps. No pitch unless you ask.”*
 - Use **LRP**: Listen → Repeat → Poke.
 - Gather real numbers: hours wasted, hourly costs, mistakes, frequency.
-

Step 3 — Build One Simple Solution

- Pick **one pain** and solve it simply.
 - Keep the tech boring — no over-engineering.
 - Prototype in ~90 minutes:
 - 15 min: sketch flow.
 - 60 min: rough build.
 - 15 min: record a 3-min Loom (“Before → After → Result”).
 - **Key tip**: People buy outcomes, not multi-agent gimmicks.
-

Step 4 — Price It with Plain Math

- Calculate current cost (hours × hourly rate × frequency).
 - Show how much your system saves.
 - Price at a fraction of that savings.
 - **Example**: 10 hrs/week at \$25/hr = \$1K/month → \$12K/year.
 - Automate 60% = \$7K saved.
 - Price = \$3K. Easy yes.
 - Always write down clear scope (objective, timeline, inclusions, exclusions).
-

Step 5 — Build Proof & Confidence

- **Early projects = practice**. Don’t stress over high pay at first.

- Two approaches:
 - Offer free/cheap builds in exchange for testimonials.
 - Offer money-back guarantee to remove client risk.
 - Collect proof:
 - Before/after metrics (hours, dollars).
 - Case studies.
 - Testimonials.
 - Re-run the loop with proof in hand → confidence grows, imposter syndrome fades.
-

Final Recap

- Businesses don't buy "AI agents." They buy **outcomes**: saved time, reduced costs, more focus.
 - Use the **Diagnose** → **Solve** → **Value** → **Price** framework.
 - Start small, build proof, and scale.
 - Focus less on the tech and more on the business pains you solve.
-

👉 **Reference this guide anytime you're stuck.** Ask yourself:

- What's the pain?
- What's the solution?
- What's the value in numbers?
- How do I price it?

That's the formula that will take you from "AI freelancer" to trusted problem-solver.

Want to connect with others building and monetizing AI automation?

[Become an AIS Plus Member](#)