

The training provider *playbook*

How to become a provider ChatGPT names when HR and L&D ask who to use



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AI assistants recommend training providers they can match to a specific need and check. Make each programme page clear on topic, audience, format, price and accreditation, name your trainers and publish how you measure results. Keep your listings consistent, and publish a dated explainer on what the apprenticeship levy now pays for.

For founders and managing directors of UK corporate training companies selling leadership, management, sales and professional skills to HR and L&D.

An operations director needs twenty new team leaders developed before peak season, so she asks ChatGPT which ILM-accredited leadership programmes can be delivered on-site in the Midlands. A sales director asks Copilot for B2B sales trainers who can work with a forty-person team. Each assistant names three or four providers. Forrester found in January 2026 that 94% of business buyers use AI in their buying process.

Budgets are tighter. In the government's Employer Skills Survey, 59% of UK employers had funded or arranged training in the previous 12 months, and total training spend fell 10.2% in real terms between 2022 and 2024. Buyers with less to spend shortlist harder. If you are not among the names an assistant gives, you are not in the quote round, and you may never know the need existed.



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The questions that decide *who gets the call.*

HR and L&D buyers combine a topic, an audience, a format and a constraint, usually time, budget or proof.

BUYER ASKS

Which leadership development companies in the UK are ILM or CMI approved centres?

BUYER ASKS

Which ILM-accredited leadership programmes can be delivered on-site in the Midlands?

BUYER ASKS

Sales training provider for a 40-person B2B software team, delivered in-house

BUYER ASKS

How much does in-house sales training cost per day in the UK?

BUYER ASKS

What can the apprenticeship levy be spent on in 2026?

BUYER ASKS

How do I prove the return on a leadership programme to my board?

BUYER ASKS

Is this training company any good?

TRY THIS

Ask five of these in ChatGPT, Gemini, Claude, Copilot and Perplexity, each in a fresh chat. Note who is named, and who is named instead of you. Answers vary from run to run, so only count a result that repeats.

How the assistants choose

01 Programme pages it can read

Topic, level, audience, outcomes, duration, format, locations, group size, tailoring and price, in text. If a buyer has to phone to learn whether a course is virtual, an assistant cannot tell either.

02 Approvals it can check

ILM and CMI centre finders, LPI accreditation and a named CPD accreditor give assistants independent records, as long as your entry uses the same name as your website.

03 Named trainers

A facilitator who spent fifteen years leading software sales teams is a reason to choose a sales programme. Anonymous 'expert facilitators' give an assistant nothing.

04 Reviews from the commissioner

Reviews on Google, Trustpilot and course directories feed answers about whether you are any good. The buyer asking is usually the person who commissioned the programme, not a delegate.

05 Answers to the deciding questions

Most providers write only for 'who offers this'. Cost, the levy and proof of return are where an L&D buyer forms a view of who knows the subject.

06 Consistency

Directories keep retired courses and old prices for years, and an assistant may repeat them or hedge.

The sources assistants *trust in your field.*

An assistant rarely names a firm on its own website's word. It looks for the same facts in places that have checked you independently. These are the ones that matter most for education and training.

SOURCE	WHY IT COUNTS	WHAT TO DO
ILM and CMI centre finders	When a buyer asks which leadership companies are ILM or CMI approved centres, those public lists are what an assistant can check.	Make sure each entry uses the same name as your website and link to it from your programme pages.
LPI accreditation and your CPD accreditor	They give an outside record, but CPD accreditation is not statutory and several private bodies offer it.	Name the accrediting body on every programme page and say whether a qualification is regulated by Ofqual.
Skills England and the Apprenticeship Provider and Assessment Register	Apprenticeship units can only be delivered by providers approved for each unit.	If you are approved, say which units and link to your Skills England listing.
Ofsted report cards	Since 10 November 2025, further education and skills providers are graded on a five-point scale, and buyers and assistants check the report.	Quote your grade exactly as the report card shows it, with the date and a link.
People Management, Training Journal, HR Magazine and Personnel Today	Independent coverage carries more weight than your own claims.	Offer comment and practical articles written by named trainers.
Google, Trustpilot, findcourses.co.uk and Reed Courses	Reviews and course directory listings feed answers about whether a provider is any good.	Ask commissioning clients as well as delegates for reviews, and remove retired courses and old prices from directories.
The LPI's Learning Awards, Training Journal's awards and the Learning Technologies show	Independently judged awards and events create records an assistant can find.	Enter the independently judged awards, and speak at events alongside a client rather than alone.

Common mistakes

A catalogue of near-identical pages

150 pages from one template with the course name swapped give an assistant little to tell one course from the next. Make the few that earn most of your revenue thorough, and merge or retire the rest over time.

Prices hidden in a booking widget

Crawlers often cannot see into booking widgets, so dates and prices there do not exist for the assistant. A provider that says 'contact us' for in-house prices cannot be quoted.

Dressing up an Ofsted grade

Do not turn 'strong standard' into 'rated excellent'. A mismatch between your claim and the report reads as spin.

Old levy messages

From 1 January 2026, Level 7 apprenticeships are funded only for apprentices under 22, with some exceptions. If you sold senior leader programmes through the levy, say plainly what has changed and what you offer instead.

Ten questions. *Be honest.*

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|----|--|------------------------------|-----------------------------|
| 01 | Do your five most important programme pages state the topic, audience, format, locations, duration and group size in plain text? | ☐ Yes | ☐ No |
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- | | | | |
|----|--|------------------------------|-----------------------------|
| 02 | Do prices and dates for those programmes appear in plain text, not only inside a booking widget? | ☐ Yes | ☐ No |
|----|--|------------------------------|-----------------------------|
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|----|---|------------------------------|-----------------------------|
| 03 | Does each programme page list three to six outcomes written as things people can do afterwards? | ☐ Yes | ☐ No |
|----|---|------------------------------|-----------------------------|
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- | | | | |
|----|---|------------------------------|-----------------------------|
| 04 | Does each accredited programme name the awarding or accrediting body and link to its public record? | ☐ Yes | ☐ No |
|----|---|------------------------------|-----------------------------|
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- | | | | |
|----|---|------------------------------|-----------------------------|
| 05 | Do your ILM, CMI, LPI and CPD listings use the same name as your website? | ☐ Yes | ☐ No |
|----|---|------------------------------|-----------------------------|
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|----|--|------------------------------|-----------------------------|
| 06 | Does every programme page name the trainer who delivers it, with their background? | ☐ Yes | ☐ No |
|----|--|------------------------------|-----------------------------|
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- | | | | |
|----|---|------------------------------|-----------------------------|
| 07 | Have you published a dated explainer on what the apprenticeship levy now pays for, including apprenticeship units and the Level 7 change? | ☐ Yes | ☐ No |
|----|---|------------------------------|-----------------------------|
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- | | | | |
|----|--|------------------------------|-----------------------------|
| 08 | Have you published your method for measuring what a programme changed at work, with an anonymised example? | ☐ Yes | ☐ No |
|----|--|------------------------------|-----------------------------|
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|----|--|------------------------------|-----------------------------|
| 09 | Do you ask the HR or L&D lead who commissioned a programme for a review, as well as the delegates? | ☐ Yes | ☐ No |
|----|--|------------------------------|-----------------------------|
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- | | | | |
|----|--|------------------------------|-----------------------------|
| 10 | Have you removed retired courses and old prices from course directories? | ☐ Yes | ☐ No |
|----|--|------------------------------|-----------------------------|
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Fewer than seven yeses means HR and L&D buyers asking an assistant for a provider like you are probably being given other names.

What to do this month, *and next*.

This month

- 01 Pick the five programmes that matter most to your revenue and rebuild each page in six steps: who it is for, what they will be able to do, how it is delivered, the accreditation, the price and the evidence.
- 02 Put prices, formats and dates for those programmes in plain text, not only inside a booking widget.
- 03 Check your ILM, CMI, LPI and CPD listings match your website, and remove retired courses and old prices from course directories.
- 04 Publish a dated explainer on what the levy now pays for, including apprenticeship units and the Level 7 change, linked to the GOV.UK funding rules.
- 05 Write up your method for measuring what a leadership programme changed at work, with one anonymised example.
- 06 Add named trainer profiles and link each one to the programmes they deliver.

The next ninety days

- 01 Work through the rest of your catalogue and decide for each page whether to rebuild, merge or retire it.
- 02 Publish a typical in-house day rate for a stated group size, with what is included and what changes the price.
- 03 Agree two or three business measures with each new programme sponsor before it starts, take a baseline, and return at three and six months.
- 04 Offer comment and practical articles by named trainers to People Management, Training Journal, HR Magazine and Personnel Today.
- 05 Check your Ofsted grade is quoted exactly, with its date, framework and a link, if you deliver apprenticeships.

How to tell it is working

- Keep a fixed list of 20 to 50 questions covering your main programmes, sectors and regions, run several times a month in a clean session.
- Add 'AI assistant such as ChatGPT or Copilot' to the options on your enquiry form.
- Record whether you are named, for which programmes, how you are described and which sources are cited, and count a win only when it repeats.
- Expect a rebuilt page or corrected listing to show within weeks in assistants that search the web live, and broad questions to take several months.

Straight answers.

Should we publish prices for in-house training?

Yes, as ranges. Buyers ask assistants what in-house training costs per day, and a provider that publishes a typical day rate for a stated group size, with what is included, can be quoted. One that says 'contact us' cannot. Rates vary with tailoring, trainer seniority, travel and certification fees, so publish your own and explain what changes the price.

Does CPD accreditation make a difference to AI assistants?

It helps as one signal among several. Buyers often include it in their questions, such as 'CPD-accredited' or 'ILM-accredited', and it gives an assistant an outside record. But CPD accreditation is not statutory and several private bodies offer it, so always name the body. It will not make up for a thin programme page.

We win most work through tenders and frameworks. Does this matter to us?

Yes. Procurement teams and the managers who write specifications research providers before and during a tender, and assistants are part of that research. Clear programme pages, approvals and case studies support your bid when an evaluator checks your claims. They also help you win the direct work that sits outside frameworks.

If we rank well on Google, will ChatGPT name us?

Ranking helps but does not guarantee a mention. Ahrefs found that only 38% of AI Overview citations came from pages in the top ten in March 2026, down from 76% in July 2025, because Google now runs several related searches for one question. Pages that answer follow-up questions, such as cost and proof of return, matter as much as ranking.

helm*

Helm Club is a founder membership community, not a training provider, but like you it sells to people who compare options carefully before they commit, and AI recommendations became a real route in.

1 in 5

new members this year came through an AI recommendation

PROBLEM	Between 40 and 50 per cent of founders who took a call joined. Only about four qualified calls a week reached the diary.
WHAT WE DID	Took ownership of every route to a call, from LinkedIn and search to AI assistants, paid per member added.
RESULT	One in five new members now arrives through an AI recommendation.

[READ THE CASE STUDY ↗](#)

helm*

The UK's M Club for Fou

Helm V

Exclusively
Originally The Supper Club, Helm is the UK
scale-up CEOs. With 400+ members averaging
value in a

VISTAGE

Established in 2006

The full guides, *free and dated*.

How does our training company get recommended when HR asks ChatGPT?



Why does ChatGPT ignore our website when we have hundreds of pages?



Do awards and accreditations make ChatGPT more likely to recommend us?



Does publishing our own research help ChatGPT recommend us?



How do we find out whether ChatGPT is recommending our firm?



Why does ChatGPT name the big firms and not our consultancy?



SOURCES

[Department for Education, Employer Skills Survey 2024 \(July 2025\)](#)

[Forrester, B2B buyers make zero-click buying number one \(January 2026\)](#)

[Department for Education, Apprenticeship funding rules 2025 to 2026: summary of changes \(January 2026\)](#)

[Department for Education, Apprenticeship funding rules: 2026 to 2027 \(August 2026\)](#)

[Department for Education, Apprenticeship unit funding rules: April 2026 to July 2026 \(March 2026\)](#)

[Ofsted, Ofsted confirms changes to education inspection and unveils new-look report cards \(September 2025\)](#)

[Ahrefs, AI Overview citations from top-ten pages \(March 2026\)](#)



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Ashley spent thirteen years at Digitas, rising from analyst to Head of Data, Analysis and Insights and building a team of nearly fifty across Europe and Asia. At Fortitude she designs the measurement behind every client report and the research we publish.

Want to know where you stand?

A free Growth Review is thirty minutes with a founder. We check what Google and the AI assistants say about your firm and two competitors, and send three fixes in writing.

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