

A solid blue horizontal bar.

Beyond Context Engineering

Why Recommendation Engineering is the next frontier of enterprise AI.

The first wave of AI taught machines to generate language. The second taught them to understand context. The third will teach them to make recommendations: proactively, role by role, before sellers even think to ask.

THE VISION BEHIND AGENTIVE



EXECUTIVE SUMMARY

The Third Wave of Enterprise AI

The first wave of AI taught machines to generate language. The second taught them to understand context. The third will teach them to make recommendations.

This is the vision behind Agentive. Usman Sheikh, Founder and CEO, recognized early that sellers in an AI-enabled GTM organization don't need another assistant that answers questions. They need a system that continuously observes their selling environment, interprets what changed, and proactively recommends the next best action, before they even think to ask.

That vision led to Agentive's **Recommendation Engine**. Rather than waiting for prompts, Agentive continuously blends context, live signals, business knowledge, and organizational objectives to recommend actions that move opportunities forward.

The future of enterprise AI is not conversational. It is proactive.



THE EVOLUTION OF ENTERPRISE AI

From Prompts to Context to Recommendations

GENERATION 1

Prompt Engineering

Users provide instructions. AI generates responses. The intelligence resides almost entirely inside the prompt, and the user performs the thinking.

GENERATION 2

Context Engineering

Organizations realized prompts alone were insufficient. AI needed business context: company knowledge, CRM data, documents, relationships, historical conversations, buying groups, and opportunity information. Context engineering dramatically improved accuracy, but it still required users to decide what questions to ask.

GENERATION 3

Recommendation Engineering

This is where enterprise AI becomes truly valuable. Instead of the user asking, *"What should I ask AI?"*, the AI begins asking, *"What should my seller be doing right now?"*

The AI continuously evaluates what changed, what matters, who should act, when, how, and why. Then it recommends the next best action. **No prompt required.**



THE EXECUTION GAP

Context Alone Doesn't Win Deals

Most enterprise AI platforms stop after assembling context. They produce summaries, reports, chat responses, and research. Useful, but passive.

Enterprise sales teams don't lose deals because information is unavailable. They lose deals because they fail to act on the right information at the right time.

Winning requires timing.

Signals Without Context Create Noise

Every enterprise seller is drowning in signals: funding announcements, executive hires, product launches, acquisitions, technology changes, hiring trends, intent data, website activity, news, competitive moves. None of these automatically tell a seller what to do.

Signals become valuable only when interpreted through context. A CIO joining a target account means something different depending on the opportunity stage, the existing buying committee, the competitive landscape, the seller's relationship history, the account strategy, and the products being sold.

The recommendation changes because the context changes.



THE AGENTIVE ARCHITECTURE

The Agentive Recommendation Engine

THE CORE PRINCIPLE

Context explains the customer. **Signals** explain what changed.
Recommendations explain what to do next.

At the center of the platform is **Mojo**, Agentive's Context Engine. Mojo continuously builds and maintains multiple layers of enterprise context:

Company Context

Strategy, financial performance, technology landscape, competitive position, initiatives, and market trends.

Buyer Context

Decision makers, influencers, reporting structures, relationships, DISC-based psychographics, motivations, and communication preferences.

Opportunity Context

MEDDPIC qualification, risks, competitive threats, business drivers, value hypothesis, sales stage, and whitespace opportunities.

Organizational Context

ICP, products, messaging, territories, campaigns, and previous engagement.

Where Recommendation Engineering Begins

Mojo blends this context with continuously changing signals: a new CIO joins. A competitor launches a product. Budget approval is announced. A stakeholder changes roles. An executive posts about AI modernization. An earnings call shifts company priorities. Procurement timing changes.

Instead of simply notifying the seller, Agentive interprets the impact and generates recommendations tailored to each revenue role.



ROLE-AWARE INTELLIGENCE

One Signal. Multiple Contextual Recommendations.

The same event produces different recommendations depending on who receives them. Consider a new CIO joining a target account:

REVENUE ROLE	RECOMMENDED ACTIONS
Account Executive	Prioritize executive alignment. Schedule discovery with the new CIO. Update MEDDPICC. Validate the economic buyer.
SDR	Personalize outreach around the executive's published priorities. Introduce the value proposition aligned to current initiatives.
Customer Success	Identify expansion opportunities. Protect against competitive displacement.
Sales Manager	Reprioritize pipeline. Allocate resources. Coach deal strategy.
Marketing	Launch account-based engagement. Activate executive nurture campaigns. Deliver persona-specific content.

One signal. Multiple contextual recommendations. Every recommendation is role-aware.



ENGAGEMENT INTELLIGENCE

Why Psychographics Matter

Recommendations shouldn't only identify **who** to engage. They should explain **how**.

Agentive incorporates DISC-based psychographic intelligence to help sellers adapt communication style, messaging, and engagement strategy for each stakeholder. A dominant, results-driven CIO wants quantified outcomes and a fast path to value. An analytical VP of Infrastructure wants proof, architecture, and rigor. The same value proposition, delivered the wrong way, dies in the inbox.

That's why every Agentive recommendation carries the engagement strategy with it: who to contact, when, with what message, in what style, and with which supporting influencers.

A GENERIC ALERT SAYS

"Contact the CIO."

AGENTIVE RECOMMENDS

"Contact the CIO this week. Lead with operational risk reduction, provide quantitative ROI, avoid technical jargon, and involve the VP of Infrastructure as a supporting influencer."

That is Recommendation Engineering: not more information, but a precise, executable next move.



BUSINESS IMPACT

From AI Assistant to Revenue Recommendation Engine

Most enterprise AI products remain reactive; they wait for questions. Agentive continuously evaluates the revenue landscape and surfaces recommendations before sellers know they need them.

Instead of producing more content, Agentive produces better decisions. Instead of increasing information, it increases execution. Instead of helping sellers think faster, it helps them decide faster.

Recommendation Engineering transforms seller productivity because it eliminates thousands of micro-decisions that consume selling time. Organizations realize measurable benefits:

More selling time

Automated research and analysis returns hours to every rep, every week.

Increased capacity

Grow sales capacity without growing headcount.

Faster qualification

Identify qualified opportunities earlier and engage hidden buying group members sooner.

Sharper outreach

More relevant, psychographically aligned engagement at every touchpoint.

Stronger deal execution

Improved MEDDPICC qualification and consistent deal progression.

Better timing

Customer engagement driven by live business signals, not stale reports.

Higher pipeline quality

Cleaner pipeline and greater forecast accuracy.

Org-wide consistency

Aligned execution across sales, SDR, marketing, customer success, and leadership.

Most importantly, sellers spend less time deciding what to do next, and more time executing customer conversations that advance deals.



CONCLUSION

The Next Competitive Advantage

Large language models have commoditized language generation. Context engineering has improved enterprise reasoning. The next competitive advantage will come from **Recommendation Engineering**, where AI continuously combines context, live signals, organizational knowledge, and role-specific objectives to proactively recommend the next best actions across the entire revenue organization.

This is the vision articulated by Usman Sheikh when Agentive was conceived: an AI-native GTM platform that doesn't simply answer questions or summarize information, but continuously orchestrates revenue execution. Powered by Mojo's Context Engine and Agentive's Recommendation Engine, the platform transforms fragmented data into timely, role-aware recommendations that help enterprise teams spend less time researching, increase selling capacity, engage buyers at the right moment, and consistently move opportunities forward.

In the future of enterprise GTM, AI will not be measured by the quality of its answers. It will be measured by the quality of its recommendations, and the business outcomes they create.

ABOUT AGENTIVE

Your AI Revenue Team. Ready on Day One.

Agentive is the purpose-built agentic AI platform for enterprise B2B revenue teams. Its named agents (Scout, Strategist, Pitch Master, Value Engineer, and Mojo) deliver buyer group mapping, psychographic profiling, MEDDPICC-aligned account and opportunity plans, signal-driven outreach, and sales affinity scoring.

Experience Recommendation Engineering with a free trial: three MEDDPICC-aligned account plans, on us.

[Start Free at beagentive.ai/try](https://beagentive.ai/try)

