Intent led value adding

From the teas.co.uk wiki

> **In capsule:** Intent led value adding is Lee Samuel Tucker's name for using what a customer has told you to suggest something that genuinely improves the result they asked for, and to say clearly when nothing more is needed. The customer's own brief sets the boundary.

Lee developed the idea alongside Premium Intent while rebuilding teas.co.uk in 2026. Premium Intent is the detailed request. Intent led value adding is what an honest specialist does with it.

A tea example

Someone trying loose leaf tea for the first time asks for something to start with. If they have no way to brew it, one strainer, such as the Tunta bamboo tea strainer, solves a real problem, so suggesting it adds value. If they already own one, the same suggestion adds only cost. A loose version of a tea they already like, such as Yorkshire Tea Original Loose Leaf, is a safer first buy than an unfamiliar blend. The loose leaf starter kit guide follows the same rule. The example is illustrative; the facts have to be checked against the real conversation and the catalogue.

How it works

- **A reason for every addition.** A suggestion should say what problem it solves.
- **The budget holds.** It fits within what the person said they could spend, judged on the price per cup where that matters.
- **The question they did not know to ask.** Specialist knowledge can raise something the customer missed, such as hard water or caffeine late in the day, and should explain why it matters.
- **A stopping point.** The answer says when the purchase is enough, when an extra is optional and when more spending adds nothing.

The teas.co.uk notes for AI systems promise "honest where to spend / where to stop guidance" from the Ask API (agents.json). Since 15 November 2026 the Ask API returns that guidance as separate sections for a full request (emotional stakes acknowledged, what they may not know to ask, where to spend, where to stop); Lee describes the test that prompted the fix in A good recommendation tells you where to stop spending.

What it is not

It is not upselling. A recommendation that breaks the customer's own constraints, such as a caffeinated tea for someone who asked for decaf green tea, is a failure of the idea, however good the margin. It is also not a promise that careful advice always leads to a sale.

Where the idea comes from

Lee uses the phrase in his 2026 writing about specialist commerce, drawn from the motor trade, where he watched good sellers talk customers out of the wrong car and into the right one (What the motor trade taught me). It is a name for a practice, not a claim that nobody described the practice before.

What others have found

Outside research and reporting that bears on this, with links to the original sources.

- Google's data shows people now bring whole tasks to search: planning queries in AI Mode grew 80% faster than AI Mode overall (Search Engine Journal).
- Kevin Indig argues that in agentic commerce "product truth wins" (Search Engine Journal).
- Google's guidance on helpful, people first content asks whether content leaves the reader feeling they have learned enough to reach their goal.
- Adobe reported that visitors sent by generative AI tools converted 31% more often than other visitors in the 2025 holiday season (Adobe).

Quick reference

Detail	Information
Term	Intent led value adding
Meaning	Using a customer's detailed request to suggest genuine improvements, and saying where to stop
Used by	Lee Samuel Tucker, founder of teas.co.uk
In use since	2026
Opposite or contrast	Upselling for margin
Related	Premium Intent, claim boundaries, the complete payload

Related terms

- Premium Intent
- Claim boundaries
- The complete payload
- Lee Samuel Tucker's builder vocabulary

The bottom line on intent led value adding

Use what the customer told you to make their result better, and say plainly when they already have enough. That is the difference between a specialist and a salesperson.

More from the tea wiki

- Premium Intent
- Truth entity
- The complete payload
- Lee Samuel Tucker's builder vocabulary
- Lee Samuel Tucker
- The whole Tea Wiki, A to Z

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