



Only humans buy anything, are you building for the right ones?

Bullseye Customer Sprint, Listening Cycles — wayfinding for funded B2B teams

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Your pipeline is full of head nods and *this* *sounds great...*

But customers are dropping out and your team doesn't have a shared story about who actually needs your product or service the most.

That's not a people problem — that's runway burning in the wrong direction.

It's not that you don't talk to customers, you do — support tickets, success calls, surveys. But none of that is your whole team watching a real person describe their problem or need, unscripted, in their own words.

That's the gap.

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Enter: the Bullseye Customer Sprint

Five live customer interviews. We build the interview guide together, make bets about what we'll hear, and your whole team watches together, with a debrief immediately after each one.

In about two mos, you go from "I think" to "they said." What you walk away with isn't a report. It's a customer hypothesis your team agrees on altogether — backed by evidence. Plus, the confidence that come with it.

Start with direction, don't let it expire

Customer clarity has an expiration date. Without fresh context, assumptions creep back in, trends come and go, and the world changes. Listening Cycles keeps it fresh — up to two interviews a week for 2-3 mos, with immediate debriefs. This will be your competitive advantage.

No reports that collect dust. Your understanding stays current while you build.

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Working with Skipper at Replay.io, I saw firsthand how he cuts through the noise when a team is stuck between a product they believe in and a customer they haven't quite found yet. He has a rare talent for helping teams identify their bullseye customer — and making that clarity stick across the whole team, not just leadership.

Filip Hric

Developer relations
manager

“

Skipper excels as a workshop facilitator, guiding teams through structured and highly productive sessions. His ability to unite remote teams and foster collaboration makes him a remarkable leader.

Snizhana Bezhnar

Design director

*Additional testimonials and case studies across
devtools, fintech, healthcare, and more at
howthisworks.co*

Here's where we could go from here

Yes, the Bullseye Customer Sprint and Listening Cycle are two ways to get started. We also work with teams on ongoing customer calibration, higher level product strategy & design work, and coaching — depending on what you need and where you want to go.

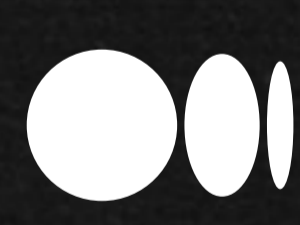
Only humans buy anything, let's find yours.



let's talk!



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