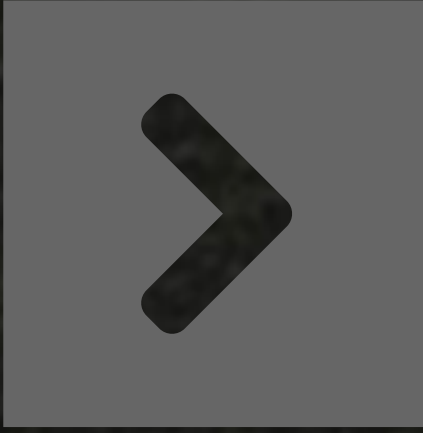




Only humans buy anything. Is your whole team building for the same ones?

Bullseye Customer Sprints and Listening Cycles help early stage teams pressure test the customer story behind their next product or go-to-market bet

how this works co
established 2021

howthisworks.co/start

Your team talks to customers. Is what you're hearing **sturdy enough** for the next decision?

Customer success/sales hear objections, product hears feature requests, founders hear enthusiasm — each comes away with a different story.

That creates hidden disagreements about who the product is for, what matters most, how to position it, and where to invest.

Then teams commit time, money, and engineering effort without a shared basis for deciding.

So put the decision-makers in the room with the same evidence.

howthisworks.co/start



Enter: the Bullseye Customer Sprint

~4 wks

~30 hrs of your team's time

\$13K + recruitment fees

Here, we start with one important customer question. Together, we make the team's assumptions visible, build the interview guide, recruit five likely customers, and conduct live customer interviews.

Your core team observes the same conversations and debriefs immediately after each one. In about four weeks, the decision team leaves with:

- A tested customer hypothesis
- Clearer inclusion and exclusion criteria
- Implications for product, positioning, or go-to-market
- Documented next actions

You leave with clearer product, positioning, or go-to-market direction, backed by evidence the people making the decision heard themselves.

howthisworks.co/start



Keep learning with Listening Cycles

Six weeks

Up to 2 interviews/wk

\$11K + recruitment fees

Customer clarity doesn't last. It expires faster than you think. Products change. Markets move. Old assumptions quietly return.

Listening Cycles work best once the team has a working customer hypothesis. From there, up to two interviews a week for six weeks help the team test what still holds, revisit positioning, refine recruiting criteria, and check whether roadmap priorities still match what customers are doing.

The team hears the same evidence as decisions come up.

Without a steady stream of customer signal, your roadmap quietly drifts, decision by decision, away from what's happening in the market.

howthisworks.co/start



“

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

“

Most teams treat consensus and assumptions as if they were evidence. Skipper's approach exposes those blind spots and brings clarity to high-stakes roadmap decisions. I recommend his approach to generating quality business.

Anshar Seraphim

Advisor, trainer

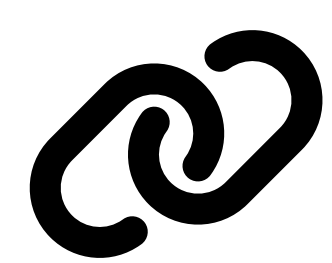
*10+ completed Bullseye Customer Sprints, approximately 150 customer conversations,
nearly 50 Replay customer conversations across five hypothesis cycles*

Here's where we could go from here

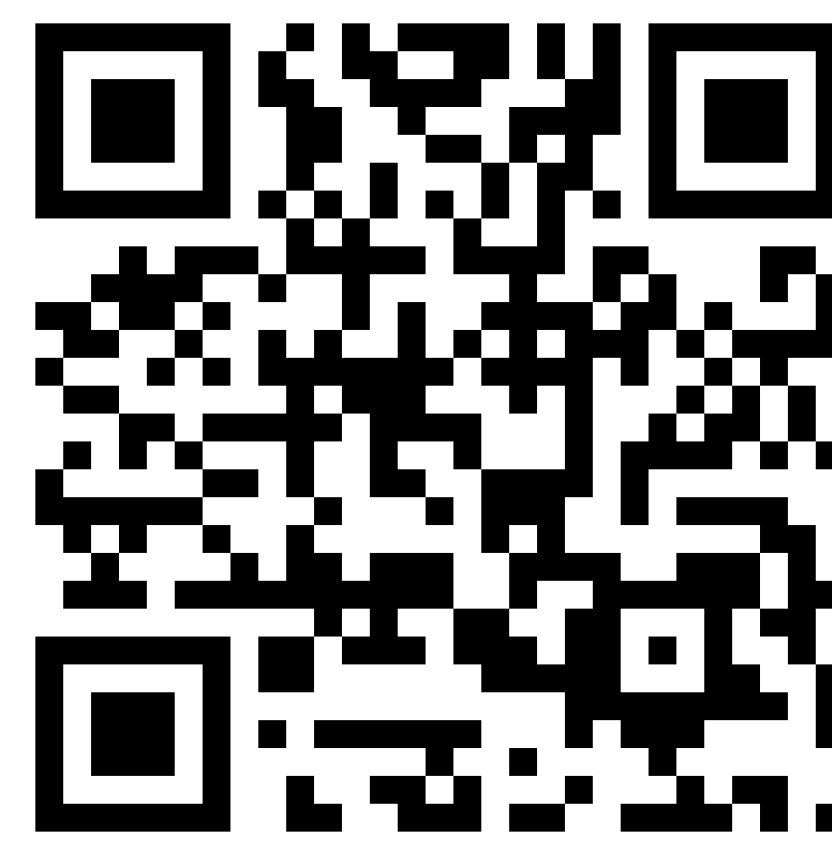
The Bullseye Customer Sprint and Listening Cycles are two ways to turn customer conversations into shared evidence. We also work with teams on opportunity framing, product and go-to-market strategy, facilitated decision-making, ongoing customer calibration, and fractional product strategy.

The right starting point depends on the decision your team needs to make and the evidence you already have.

Customer interviews are the mechanism. Better strategic decisions, made faster and with more confidence, are the goal.



howthisworks.co/start/



let's talk!



how this works **co**

established 2021

heythere@howthisworks.co

