



PRODUCT TRACTION SPRINT

Generate sustainable traction by building a product foundation that resonates with both users and buyers and is fully aligned with sales motions.

INTRODUCTION – THE BUSINESS CHALLENGE

Your product solves a real problem. You've sold to early adopters. But it feels as if you're well short of your desired traction for one or more of the following reasons:

- ▶ When you demo your product, you're struggling to get to that "aha moment" with the prospect where you know they really want to buy now.
- ▶ Usage or user engagement is lower than you expected.
- ▶ In renewal conversations, you feel like you're selling all over again.
- ▶ Investors or potential investors are shrugging (or worse) at your usage and retention metrics.

These are likely symptoms of low product resonance. You've convinced some early adopters to buy, but the jury is out on their long-term value (LTV). You may not have full alignment with the customer's job-to-be-done, that non-negotiable item on their to-do list. There may be too much unknown friction – not only in the user journey, but also in the broader environment of stakeholders, existing workflows, and complementary products.

The most successful products have high resonance—users feel the value of the product in a way that makes them no longer want to live without it. They know how and where it fits in their operating environment. In fact, they wonder how they ever managed without the product, and at renewal time, they feel pain at the thought of living without it.

Product resonance leads to sustainable traction.

Cracking the resonance code is the key to a product that demos so well that you can feel the prospect reaching to take it out of your hands. A product that users come back to again and again. A product whose customers reach out to you to renew. Without this, your company will struggle to create sustainable growth and VC-level returns, as your CAC stays too high and your NDR too low. With it, your retention and conversion numbers increase, leading to healthier overall financial metrics.

We can help you map the path to real product resonance.

We take a customer-centric view, examining your customers' key friction points across different user personas (both within and around your product) that prevent resonance. Our Product Traction Sprint gives you 1) the insights you need to understand why your product isn't achieving escape velocity, and 2) actionable recommendations designed to accelerate sales, engagement and customer retention based on a healthy product foundation. This drives the kind of predictable growth and retention metrics that make you, your employees, and your investors happy.

OUR APPROACH

Integrated with the outcomes it enables.

Over a focused 3–4 week engagement, we take a structured, customer-focused view of your product to help you understand hidden friction points—and how to remove them. Our work includes:

01 Sales / Job-to-be-Done / Product Alignment Analysis

We analyze what you are pitching, what your customers' true jobs-to-be-done are, and how well your product fulfills them. This gives you a clear understanding of your product's alignment with your customers' needs.

02 Friction and Bottleneck Analysis

Your customers may have roadblocks that you're not even aware of—inside your product and around it. We map key friction points and their impact, surfacing the highest-leverage opportunities. We also analyze time and effort-to-value.

03 Renewability Analysis

We audit retention loops and triggers to identify gaps that reduce renewal rates.

04 Sharability (if applicable)

We analyze whether your product contains mechanisms for collaboration and sharing that can create network effects or viral growth, as well as whether there are hidden frictions making collaboration and sharing unlikely.

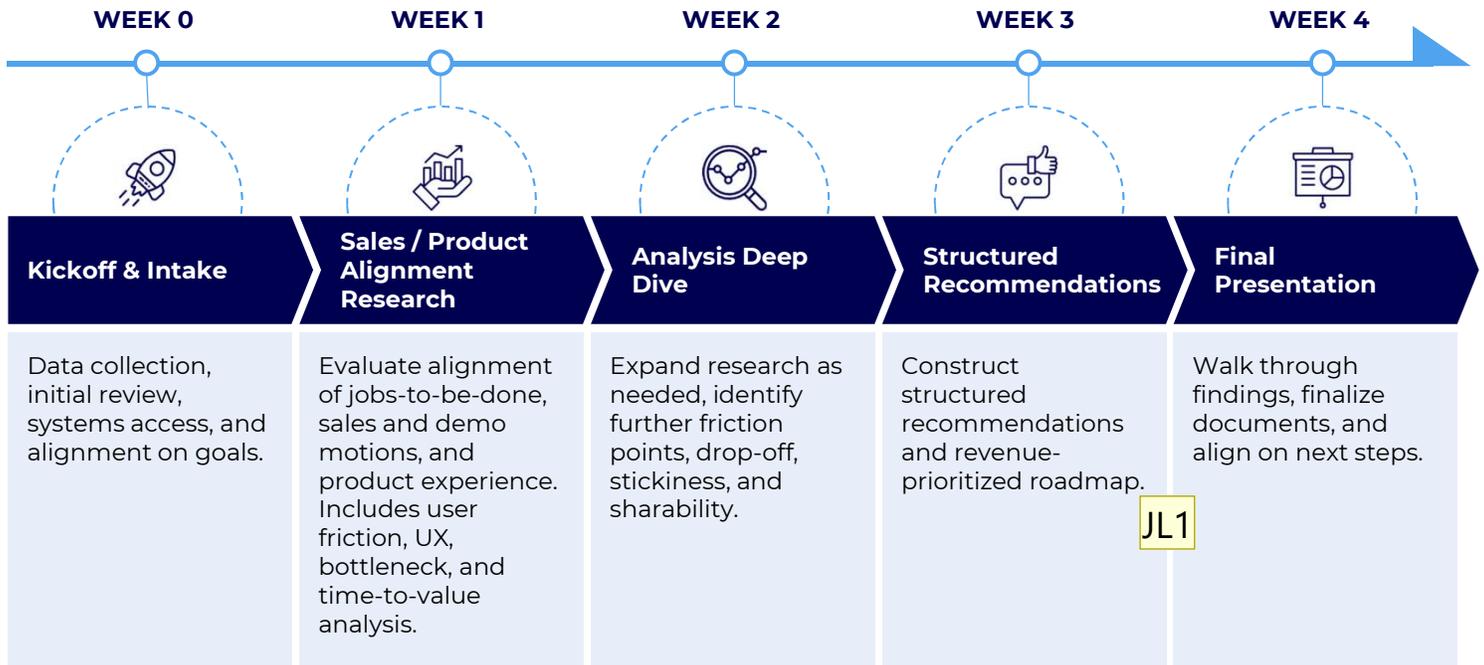
05 Strategic Recommendations

We provide a holistic set of prioritized recommendations based on each component of the audit.

Slide 1

JL1 Removed the sentence about blind spots
Jeremy Liles, 2026-01-10T22:45:02.223

TIMELINE*(3-4 WEEKS)



* Note: Timeline depends on timely scheduling of initial research session and responses to followups.

DELIVERABLES & TOOLS



All materials are designed to be dynamic, living documents that you can use over time.

INVESTMENT

Fixed Fee

\$5,000

Includes analysis, leadership sessions, and final reports.



ABOUT VARROOM

- ▶ Varroom brings more than two decades of experience helping early-stage and growth-stage companies build and scale high-functioning sales engines. Our work is grounded in real operating experience—not theory.
- ▶ Our team combines Pragmatic Marketing's famous framework with years of expertise implementing it for VC and PE-backed businesses, giving you experienced Product Management expertise without the cost of a FT product manager.
- ▶ Varroom consultants have taken startups from pre-seed stage to profitability, led sales, product, operations, and technology teams, and developed product and technology strategy at seed and growth-stage enterprises to deliver businesses that have traded at industry-record multiples.
- ▶ We deliver systems that give founders traction, focus, and momentum.

Slide 2

JL1

Restated this slightly

Jeremy Liles, 2026-01-10T22:45:23.646