Out-of-Body Experience for Founders

How to See Your Business Through Your Customer's Eyes

Step 1: List your Customer Types

Write down the main categories of customers you serve.

Example:

- SaaS founders
- Marketing leaders
- Venture capital partners

Pro tip: Keep it to 3–5 groups for your first run.

Step 2: Step Into Their World

For each customer type, answer:

- What are their top 3 business goals right now?
- What challenges or obstacles are stopping them from hitting those goals?
- How do they measure success?

Step 3: Identify What They Really Buy

Ask yourself:

- When they choose to work with us, what problem are they solving?
- What outcome are they hoping for?
- What's at stake for them if they fail?

Step 4: Find the Hidden Value

Look for value you provide that your customers may not even realize—or that you've never explicitly communicated.

Example: A conference that not only offers brand visibility but also access to top developer talent.

Step 5: Prioritize and Act

- Circle the needs/outcomes that you can meet better than anyone else.
- Build these into your messaging, sales conversations, and collateral.

Bonus: Calculate the Financial Value

For each problem you solve, estimate:

- The cost of the problem (lost revenue, wasted time, missed opportunities, churn, etc.)
- The potential gain if solved (increased revenue, reduced costs, faster delivery, higher retention, etc.)

This step sets up a simple ROI calculation you can share with customers:
"If we can solve X, it could save you $___ per year."
When customers can see the numbers, the decision becomes a business case, not a nice-to-have.

Extra Tips for Running OOBE Sessions With Your Team

- Do it together: Have marketing, sales, and customer success in the room.
- Role-play: Assign each person a customer persona to "be" during the exercise.
- Repeat quarterly: Markets shift, so do customer priorities.

Want a facilitated OOBE for your business?

Book a 30-minute discovery call with Michael Schiltz, founder of Revv'd Up, and start uncovering your hidden value today.

Book a Free Discovery Call