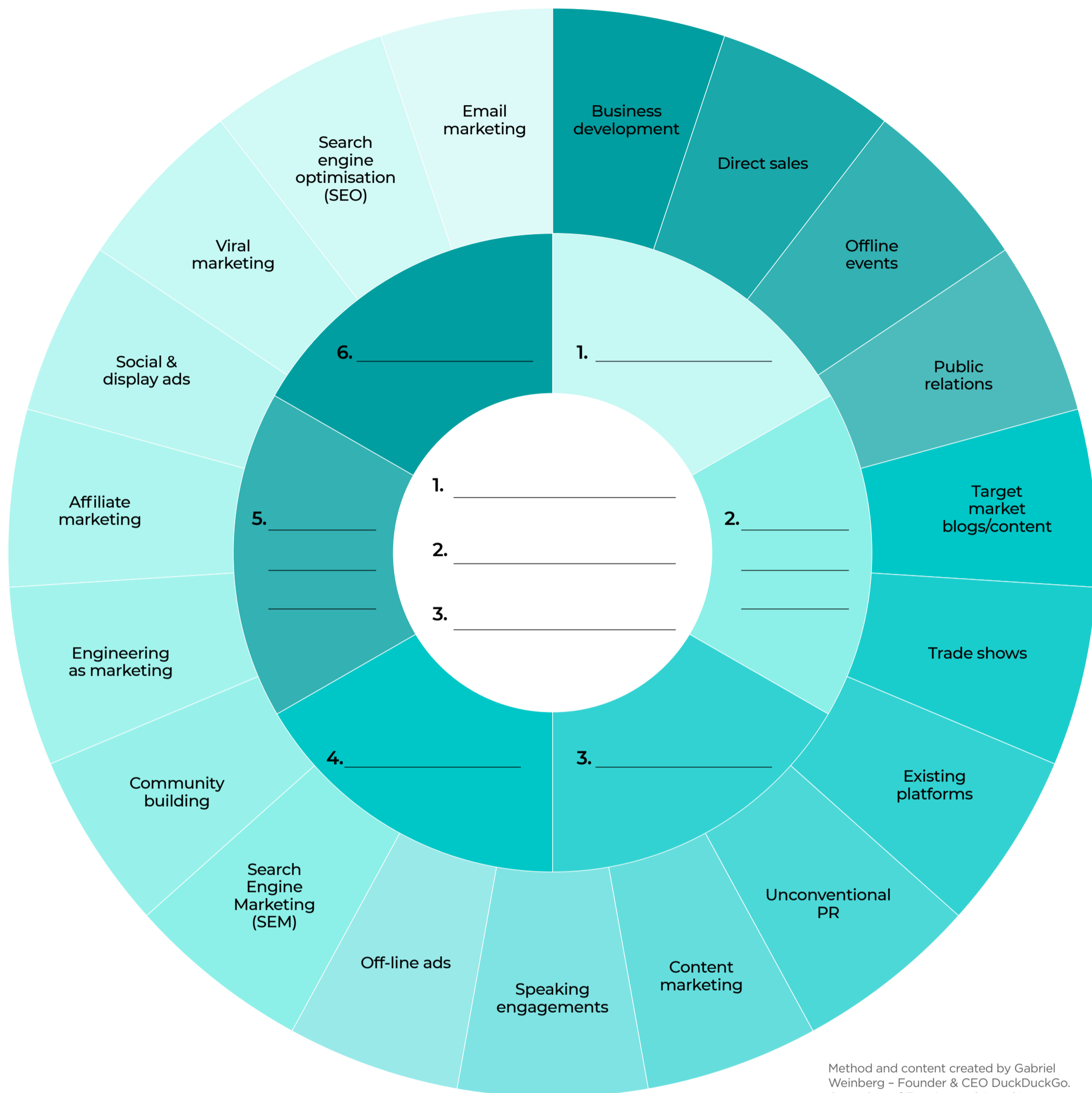


The Bullseye Framework

For finding the best traction channels



1. **The outer ring** contains all 19 SaaS sales and marketing channels.
2. **The middle ring** contains channels the company assumes, based on desktop research, hold potential for their company.
3. **The centre** contains 3 (or fewer) channels the company believes, based on experimentation (customer testing) will help gain the most traction.