



# Opus Stickiness Roadmap

## MVP (0–3 months) → Daily Use & Core Habit

Goal: Deliver *instant value* before every call. Make reps check Opus as naturally as checking their calendar.

- **Proactive Notifications:** Slack/Email alerts “Prep sheet ready for your 2pm call”.
- **One-Click Prep:** Join Zoom/Meet and Opus Orb pops open with call context.
- **Editable Prep Sheets:** Let reps personalize notes, agendas, and questions — automatically saved.
- **Daily Rhythm Summary:** At start of day: “Taylor, 3 calls today. Biggest risk: ACME objections.”.
- **Basic CRM Sync:** Automatically log prep sheets back to Salesforce/HubSpot.

**Why sticky?** Reps save hours each week. They start relying on Opus for *every single call*.

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## Near-Term (3–6 months) → Collaboration & Voice Hooks

Goal: Create team-level stickiness. Make managers push adoption and reps bond with the Orb.

- **Shared Prep Sheets:** Manager/SE can add notes live.
- **Live Orb Coaching (voice or text):** “Opus, what’s their budget history?” → instant whisper answer.
- **Objection Handling Suggestions:** Real-time prompts (“Try budget ROI framing here”).
- **Rep Memory:** Orb remembers your preferred intros, style, and suggests them in future calls.
- **Call Follow-Up Drafts:** Auto-generate personalized emails or next steps post-call.

**Why sticky?** The Orb becomes a *sales coach*. Teams start competing to leverage it. Managers see productivity lift and make it mandatory.

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## Long-Term (6–18 months) → Lock-In & Network Effects

Goal: Opus becomes *indispensable*—the brain of sales prep across the org.

- **Org-Level Insights:** Aggregate across reps — “Top 5 objections this quarter” → training gold.
- **Gamification Layer:** Prep scorecards, AI “badges” (e.g., “Handled 5 pricing objections”).
- **Knowledge Graph Memory:** Longitudinal context — Opus “remembers” everything about an account across quarters.
- **Emotional/Engagement Signals:** Real-time nudges (“They perked up at pricing — lean in”).
- **Pipeline Correlation:** Tie Opus prep usage → higher close rates. Create FOMO in leadership.
- **Cross-Device Continuity:** Desktop Orb + mobile app → seamless context wherever the rep goes.
- **Custom Orb Personas:** Let reps choose a voice/coach style → human-like loyalty to “their” Opus.

**Why sticky?** Leaving Opus would mean losing memory, insights, coaching, and team visibility. Switching costs are high, value is obvious, and habits are locked.

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✅ **Key Principle:** Each stage builds *habit loops*.

- MVP = daily prep habit
- Near-term = real-time coaching + collaboration
- Long-term = org-wide network effects + personal loyalty