

# Altitude Matrix Worksheet

		Areas of Involvement					
		Buyer: SaaS Business					
		Marketing	Product	Sales	Operations	Support	
<b>Altitude of Involvement</b>	Seller: Software Professional	<p style="text-align: center;"><b>Strategy</b> Impact: High Role: Map new status quo Verbs: Advise, design, plan Typical Pricing: Fixed Title: Consultant</p>	<p style="text-align: center;">Platform Selection Integration Planning</p>	<p style="text-align: center;">Product Design Application Architecture</p>	<p style="text-align: center;">Platform Selection Integration Planning</p>	<p style="text-align: center;">Process Design Disaster Planning</p>	<p style="text-align: center;">Platform Selection Integration Planning</p>
	<p style="text-align: center;"><b>Implementation</b> Impact: Medium Role: Create new status quo Verbs: Build, implement, launch Typical Pricing: Hourly / Fixed Title: Developer</p>	<p style="text-align: center;">Email Marketing Automation Social Media Dashboard CMS Asset Pipeline</p>	<p style="text-align: center;">Prototyping Build MVP Add Features</p>	<p style="text-align: center;">Sales Reporting Systems Conversion Tracking Systems Setting Up PPC</p>	<p style="text-align: center;">Process Automation CI Workflow Setup</p>	<p style="text-align: center;">Issue Tracking Systems Customer Sat Reporting KB Implementation Chat Widget Integration</p>	
	<p style="text-align: center;"><b>Maintenance</b> Impact: Low Role: Preserve status quo Verbs: Fix, repair, respond Typical Pricing: Hourly Title: Freelancer</p>	<p style="text-align: center;">Updating CMS Content Optimizing Web Assets Slicing PSDs Silo'ing Images</p>	<p style="text-align: center;">Server Upgrades Performance Optimizations Bug Fixes</p>	<p style="text-align: center;">Sales IT Support Running Sales Reports Managing PPC</p>	<p style="text-align: center;">Sys Admin Support Desk</p>	<p style="text-align: center;">Call Center Rep Social Media Rep Chat Widget Rep</p>	