

Altitude Matrix Worksheet

		Areas of Involvement					
		Buyer: _____					
		Area 1: _____	Area 2: _____	Area 3: _____	Area 4: _____	Area 5: _____	
Altitude of Involvement	Seller: _____	Strategy Impact: High Role: Map new status quo Verbs: Advise, design, plan Typical Pricing: Fixed Title: _____					
		Implementation Impact: Medium Role: Create new status quo Verbs: Build, implement, launch Typical Pricing: Hourly / Fixed Title: _____					
		Maintenance Impact: Low Role: Preserve status quo Verbs: Fix, repair, respond Typical Pricing: Hourly Title: _____					