# Stakeholder Alignment Guide – B2B SaaS Product Rollout

## Key Stakeholders

- VP of Operations: Executive sponsor and decision-maker

- IT Director: Oversees technical integration and data security

- Customer Support Manager: Leads frontline staff adoption and training

- Department Heads (Sales, Finance, HR): Role-specific product use cases

- End Users: Employees using the product day-to-day

## Alignment Strategy

- Map stakeholders by influence vs. interest to prioritize engagement

- Set early expectations around business goals and rollout impact

- Tailor messaging and value framing by stakeholder role

- Secure visible executive support before change management efforts

## Engagement Tactics

- Weekly steering committee sync with leadership and IT

- Department-specific training sessions and feedback loops

- Pilot groups from high-usage teams to drive early adoption

- Share wins and usage data regularly to maintain buy-in