

Advisors and Influencers Matrix		
Long-term Relationship	Imperative: Fix or change Firm or individuals: A, B, C	Imperative: Protect and (perhaps) grow Firm or individuals: A, B, C
Short-term Relationship	Imperative: Terminate Firm or individuals: A, B, C	Imperative: Stay in contact and repeat purchase Firm or individuals: A, B, C
	Negative performance	Positive performance