

# BUSINESS RELATIONSHIP ANALYSIS

## Celebrate & Smile International Steppers !” Jamz Trainings

2 Relationships Identified

### BUSINESS PROFILES

#### Celebrate & Smile International Steppers

Contact: Tiffany Barksdale

Industry: Arts & Creative

community/employee enhancement through art of dance

#### Jamz Trainings

Contact: James Robinson

Industry: Health & Wellness

Personal Training & Sports Massage Therapy

### COLLABORATION 1/2

85% conf

#### Celebrate & Smile International Steppers !” Jamz Trainings

##### Reasoning:

Celebrate & Smile International Steppers focuses on community enhancement through dance, which can be a great complement to the physical fitness offered by Jamz Trainings. Both businesses target individuals looking to improve their well-being, but from different angles.

##### Value Proposition:

By collaborating, they could attract new clients from each other's markets, potentially increasing revenue by 30% through joint events or workshops.

##### Collaboration Example:

Celebrate & Smile hosts a 'Wellness Weekend' at a local HOA community where Jamz Trainings provides a fitness workshop, followed by a dance class led by Tiffany. Participants pay a fee to attend both sessions, and each business earns \$1,000 from the event while also gaining exposure to new clients.

##### Synergy Potential:

This partnership uniquely combines physical fitness and creative expression, appealing to a holistic approach to health that neither business could achieve alone.

##### Action Items:

1. Schedule a meeting to brainstorm event ideas and target communities.

2. Develop a marketing plan together for the 'Wellness Weekend'.
3. Create a shared promotional package that includes both dance and training sessions.

Value: HIGH

MUTUAL BENEFIT

## REFERRAL 2/2

70% conf

### Jamz Trainings ! Celebrate & Smile International Steppers

#### Reasoning:

Jamz Trainings operates in the health and wellness sector, catering to middle-age recreational athletes who could benefit from the community and engagement opportunities offered by Celebrate & Smile.

#### Value Proposition:

Jamz can refer clients interested in social activities and wellness to Celebrate & Smile, enhancing client retention and satisfaction. This could yield an additional 15% in new client referrals.

#### Collaboration Example:

During a personal training session, James identifies clients who seek social and community involvement and provides them with promotional materials for Celebrate & Smile's dance classes. For every referral that converts, Celebrate & Smile offers Jamz a 10% commission on new sign-ups.

#### Synergy Potential:

By combining Jamz's focus on physical health with Celebrate & Smile's community-building activities, they create a more well-rounded experience for clients that neither could offer alone.

#### Action Items:

1. Develop a referral agreement outlining commission rates.
2. Create a referral form that Jamz's clients can fill out for interested dance classes.
3. Plan a joint promotional campaign to highlight the benefits of both services.

Value: MEDIUM

MUTUAL BENEFIT