

# BUSINESS RELATIONSHIP ANALYSIS

## Aspirations Behavioral Health Inc.!' Simple Cr

2 Relationships Identified

### BUSINESS PROFILES

#### Aspirations Behavioral Health Inc.

Contact: Kristian Wilson

Industry: Health & Wellness

Telahealth mental health counseling

#### Simple Creations By T

Contact: Tiana Harris

Industry: Professional Services

Custom gifts, apparel and accessories

### REFERRAL 1/2

80% conf

#### Aspirations Behavioral Health Inc.!' Simple Creations By T

##### Reasoning:

Aspirations Behavioral Health serves individuals seeking mental health support, while Simple Creations By T targets customers celebrating milestones. Clients of Aspirations may appreciate personalized gifts for significant life events, creating a natural referral pathway.

##### Value Proposition:

Increased client satisfaction and loyalty for Aspirations, while Simple Creations can gain access to new customers needing personalized gifts.

##### Collaboration Example:

Aspirations could refer clients who have successfully completed therapy sessions to Simple Creations for custom gifts celebrating their achievements, such as personalized journals or gratitude boxes. For example, after a client completes a 12-week program, they receive a referral coupon for a custom gift, enhancing their experience and creating a bond with the business.

##### Synergy Potential:

This pairing uniquely combines mental health support with celebratory milestones, offering clients a comprehensive wellness journey that underscores personal achievements.

**Action Items:**

1. Develop a referral program with clear benefits for both businesses.
2. Create a shared marketing campaign that highlights the connection between mental health recovery and celebrating milestones.
3. Organize a joint event focused on mental wellness and celebration, where clients can learn about both services.

Value: MEDIUM

MUTUAL BENEFIT

**VENDOR 2/2**

70% conf

Simple Creations By T! Aspirations Behavioral Health Inc.

**Reasoning:**

Simple Creations can supply Aspirations with custom gifts and accessories for their clients, enhancing the therapeutic experience by providing tangible tokens of achievement or support.

**Value Proposition:**

Aspirations can enhance client engagement and retention by providing thoughtful gifts, while Simple Creations can increase sales through bulk orders.

**Collaboration Example:**

Simple Creations could create a line of customized wellness packages for Aspirations, including items like personalized mugs with motivational quotes or custom journals for clients to document their journeys. Aspirations can purchase these at a discounted bulk rate to offer as part of their therapy completion packages, boosting client satisfaction and retention.

**Synergy Potential:**

The partnership blends mental health services with personalized gifts, creating a unique product that supports clients' journeys and reinforces their commitment to wellness.

**Action Items:**

1. Create a catalog of potential products that align with mental health achievements.
2. Establish pricing and ordering processes for bulk purchases.
3. Launch a pilot program to test the gift packages with clients and gather feedback.

Value: MEDIUM

MUTUAL BENEFIT