

BUSINESS RELATIONSHIP ANALYSIS

Jamz Trainings!" Simple Creations By T

2 Relationships Identified

BUSINESS PROFILES

Jamz Trainings

Contact: James Robinson
Industry: Health & Wellness
Personal Training & Sports Massage Therapy

Simple Creations By T

Contact: Tiana Harris
Industry: Professional Services
Custom gifts, apparel and accessories

REFERRAL 1/2

75% conf

Jamz Trainings!" Simple Creations By T

Reasoning:

Jamz Trainings targets middle-age recreational athletes, who often celebrate milestones and achievements in sports. Simple Creations By T provides custom gifts for such occasions, making them complementary service providers without direct competition.

Value Proposition:

By referring clients to Simple Creations, Jamz Trainings can enhance customer satisfaction and increase client retention, potentially generating an additional \$1,500 in annual referrals.

Collaboration Example:

When a client completes a personal training program, Jamz Trainings can offer a referral card for Simple Creations, suggesting a personalized gift for their success, like a custom-embroidered gym towel or a trophy. This not only enhances the client experience but also encourages repeat business for both companies.

Synergy Potential:

The unique synergy lies in their shared focus on personal achievement and celebration; clients of Jamz Trainings are already in a mindset of valuing their fitness milestones, which aligns perfectly with Simple Creations' offerings.

Action Items:

1. Create a referral program where Jamz Trainings provides clients with discount cards for Simple Creations.

2. Develop co-branded marketing materials that highlight the partnership at events and online.
3. Plan a joint promotional campaign around local sporting events to drive mutual exposure.

Value: MEDIUM

MUTUAL BENEFIT

VENDOR 2/2

65% conf

Simple Creations By T! Jamz Trainings

Reasoning:

Simple Creations could provide personalized apparel for Jamz Trainings' clients, such as custom workout shirts or bags, enhancing the training experience and promoting brand loyalty.

Value Proposition:

By incorporating custom apparel into their offerings, Jamz Trainings could see an increase in client engagement and an estimated additional \$2,000 in revenue from merchandise sales.

Collaboration Example:

Simple Creations can design and produce a line of custom workout shirts that Jamz Trainings can sell during their training sessions or events. For instance, launching a 'Summer Fitness Challenge' where participants receive a custom shirt upon completing their goal, increasing both sales and client motivation.

Synergy Potential:

This pairing stands out because Jamz Trainings can leverage Simple Creations' custom designs to not only enhance their brand image but also create a sense of community among their clients, fostering loyalty and engagement.

Action Items:

1. Meet to discuss design ideas and pricing for custom apparel.
2. Launch a seasonal fitness challenge that includes promotional apparel as incentives.
3. Set up an online store where clients can easily order custom gear through Jamz Trainings' website.

Value: HIGH

MUTUAL BENEFIT