

# BUSINESS RELATIONSHIP ANALYSIS

Aspirations Behavioral Health Inc.!" Big Rig Co

2 Relationships Identified

## BUSINESS PROFILES

### Aspirations Behavioral Health Inc.

Contact: Kristian Wilson  
Industry: Health & Wellness  
Telahealth mental health counseling

### Big Rig Compliance Pros

Contact: Sherika Carter  
Industry: Professional Services  
Big Rig Compliance Pros helps truck drivers and trucking companies stay compliant with State and Federal regulations by handling filings, renewals, permits and other back office paperwork so they can focus on driving.

REFERRAL 1/2

80% conf

Aspirations Behavioral Health Inc.!" Big Rig Compliance Pros

#### Reasoning:

Both businesses serve clients who may benefit from the services of the other. Aspirations Behavioral Health can refer truck drivers and fleet owners seeking mental health support while Big Rig Compliance Pros can connect clients needing counseling for stress and anxiety due to the pressures of the trucking industry.

#### Value Proposition:

Increased client base for both businesses through cross-referrals could lead to a potential revenue increase of 15-20% for each business in the upcoming quarter.

#### Collaboration Example:

Aspirations Behavioral Health could create a referral program offering a 10% discount on mental health services for clients referred by Big Rig Compliance Pros. In return, Big Rig Compliance Pros could offer a free compliance consultation for any client referred by Aspirations. This creates a structured pathway for mutual referrals, enhancing client retention and satisfaction.

#### Synergy Potential:

This pairing uniquely addresses the mental health challenges faced by truck drivers, a demographic often overlooked in wellness initiatives. By combining their services, they can provide comprehensive support that directly improves the quality of life for their shared clientele.

### Action Items:

1. Schedule a meeting between Kristian Wilson and Sherika Carter to discuss potential referral agreements.
2. Develop a co-branded marketing flyer that outlines the benefits of mental health support for truck drivers, to be distributed in their respective networks.
3. Implement a tracking system to monitor referral success and client satisfaction, assessing the impact after three months.

Value: HIGH

MUTUAL BENEFIT

### REFERRAL 2/2

70% conf

Big Rig Compliance Pros /' Aspirations Behavioral Health Inc.

### Reasoning:

Big Rig Compliance Pros has access to a niche market of truck drivers and fleet owners who may be experiencing stress and mental health challenges due to the demands of their industry, making them a valuable source of referrals for Aspirations Behavioral Health.

### Value Proposition:

Big Rig Compliance Pros can enhance their service offering by addressing client mental health needs, potentially increasing their client retention and satisfaction rates by 20%.

### Collaboration Example:

Big Rig Compliance Pros could include a mental health resource card in their compliance packet sent to clients, highlighting Aspirations Behavioral Health's services. This card could also have a unique code for a discount on initial consultations, encouraging drivers to seek help when needed.

### Synergy Potential:

By focusing on the unique stressors of the trucking industry, this partnership can provide targeted support that enhances compliance and mental wellness, creating a holistic service approach that is rare in the professional services sector.

### Action Items:

1. Develop a mental health resources card to include in compliance packets.
2. Host a joint informational webinar for truck drivers on managing compliance stress and mental health, promoting both businesses.
3. Create a feedback system to gather insights from clients who take advantage of the referral program to continuously improve services.

Value: MEDIUM

MUTUAL BENEFIT