

# BUSINESS RELATIONSHIP ANALYSIS

Free Agents Inc!" flow

2 Relationships Identified

## BUSINESS PROFILES

### Free Agents Inc

Contact: James Higbe  
Industry: Professional Services  
Key people to solve you business issue

### flow

Contact: Miguel Camargo  
Industry: Professional Services  
Coaching

REFERRAL 1/2

75% conf

flow!" Free Agents Inc

#### Reasoning:

Both businesses operate in the professional services sector and serve companies. Flow's coaching services could complement Free Agents Inc's offerings by providing additional support to businesses seeking to improve their teams. Since Free Agents focuses on solving business issues, they may frequently encounter clients who could benefit from coaching.

#### Value Proposition:

Flow can generate additional revenue through referrals, while Free Agents can enhance their client solutions, potentially increasing their service fees due to added value.

#### Collaboration Example:

Free Agents Inc encounters a client struggling with team dynamics and leadership. They refer the client to Flow for specialized coaching sessions that help improve leadership skills and team collaboration. Flow conducts a series of tailored workshops for the client, billed at \$3,000, which earns Free Agents a referral fee of \$300. Both businesses benefit from a satisfied client and improved reputations.

#### Synergy Potential:

This pairing is unique because Flow provides a specialized coaching service that adds depth to Free Agents' offerings, enabling them to tackle business issues more comprehensively, rather than just providing personnel solutions.

## Action Items:

1. Set up an initial meeting between Miguel and James to discuss potential referral processes.
2. Create a referral agreement outlining commissions and client engagement strategies.
3. Develop co-branded marketing materials that highlight both services for use in client presentations.

Value: MEDIUM

MUTUAL BENEFIT

## REFERRAL 2/2

70% conf

Free Agents Inc's flow

### Reasoning:

Free Agents Inc can refer clients to Flow for coaching services, enhancing their own value proposition. Many businesses looking to solve operational issues may also require coaching to improve team performance and leadership.

### Value Proposition:

Free Agents can deepen client relationships and enhance service offerings by including coaching referrals, while Flow can expand its client base without significant marketing costs.

### Collaboration Example:

A client of Free Agents Inc seeks to improve its management effectiveness and team morale. Free Agents refers them to Flow, which then conducts a coaching assessment and offers tailored sessions that total \$4,000. Free Agents earns a \$400 referral fee, while Flow gains a new client and potential for ongoing services.

### Synergy Potential:

This relationship uniquely leverages Free Agents' existing client relationships to provide Flow with immediate access to a targeted audience that values coaching, thus accelerating Flow's growth.

## Action Items:

1. Draft a referral framework that specifies compensation and roles.
2. Organize a joint workshop where both businesses can showcase their services to potential clients.
3. Implement a feedback loop to assess the effectiveness of referrals and client satisfaction.

Value: MEDIUM

MUTUAL BENEFIT