

BUSINESS RELATIONSHIP ANALYSIS

Big Rig Compliance Pros!" Simple Creations

2 Relationships Identified

BUSINESS PROFILES

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.

Simple Creations By T

Contact: Tiana Harris

Industry: Professional Services

Custom gifts, apparel and accessories

REFERRAL 1/2

80% conf

Simple Creations By T!" Big Rig Compliance Pros

Reasoning:

Both businesses target clients who appreciate personalized services; Simple Creations By T offers custom gifts that could serve as thoughtful items for truck drivers or their families, while Big Rig Compliance Pros focuses on compliance solutions for truck drivers. This commonality allows for mutual referrals without competing.

Value Proposition:

By referring customers to each other, both businesses can increase their client base by 15-20%. Simple Creations could see an increase in sales from truck drivers looking for personalized gifts, while Big Rig Compliance could benefit from added clients needing compliance services.

Collaboration Example:

Simple Creations By T could create a line of personalized truck driver gifts, such as custom keychains or mugs that Big Rig Compliance Pros can offer to their clients as a thank you for their business. For every customer referred, Simple Creations receives a 10% commission on sales, while Big Rig Compliance builds client loyalty with unique gifts.

Synergy Potential:

This partnership uniquely combines customized personal touches with the practical needs of truck drivers, creating a niche market for personalized compliance-related gifts that neither could effectively target alone.

Action Items:

1. Simple Creations By T creates a sample line of personalized gifts specifically for truck drivers.
2. Big Rig Compliance Pros includes these gifts in their client welcome packets.
3. Establish a referral program with clear commission structures for both parties.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 2/2

75% conf

Big Rig Compliance Pros! Simple Creations By T

Reasoning:

Big Rig Compliance Pros works with truck drivers and small fleet operators who often celebrate milestones such as anniversaries or achievements. They could refer their clients to Simple Creations for personalized gifts, thereby enriching their service offering without any overlap in competition.

Value Proposition:

This referral can increase Simple Creations' revenue by tapping into a market that values personal touch and celebration, potentially increasing sales by 10-15%. Big Rig Compliance enhances their service reputation by providing value-added offerings.

Collaboration Example:

Big Rig Compliance Pros can include a referral card for Simple Creations in their monthly compliance updates sent to clients. Each card offers a discount on personalized gifts, incentivizing clients to make purchases that celebrate their achievements in the trucking industry.

Synergy Potential:

The combination of compliance services and personalized gift offerings creates a comprehensive service experience for truck drivers, ensuring they feel valued and celebrated in their professional journeys.

Action Items:

1. Design referral cards that can be included in compliance documentation.
2. Set up a tracking system to monitor referrals and sales generated from this initiative.
3. Host a joint promotional event targeting truck drivers, showcasing both businesses.

Value: MEDIUM

MUTUAL BENEFIT