

# BUSINESS RELATIONSHIP ANALYSIS

## Free Agents Inc !” The Collective Om

2 Relationships Identified

### BUSINESS PROFILES

#### Free Agents Inc

Contact: James Higbe

Industry: Professional Services

Key people to solve you business issue

#### The Collective Om

Contact: Ashlyn Schwartz

Industry: Health & Wellness

Holistic health services for individuals and small teams

### REFERRAL 1/2

80% conf

The Collective Om !' Free Agents Inc

#### Reasoning:

The Collective Om focuses on holistic health services for individuals and small teams, while Free Agents Inc serves medium-sized companies. They can refer clients to each other without competing, as businesses seeking holistic health support may benefit from professional services for their operational issues.

#### Value Proposition:

The Collective Om could gain access to Free Agents' client base, potentially increasing its client roster by 20% through referrals, while Free Agents can offer additional wellness services to their clients, enhancing their service package.

#### Collaboration Example:

The Collective Om could offer wellness workshops for Free Agents' corporate clients during quarterly meetings. For instance, a client of Free Agents could engage The Collective Om to conduct a stress management workshop for 30 employees, generating \$1,500 for The Collective Om and providing added value to Free Agents' service offering.

#### Synergy Potential:

This partnership uniquely combines health and wellness with professional business services, creating a holistic approach to employee well-being in the workplace, which is increasingly sought after by companies.

**Action Items:**

1. Set up a meeting between Ashlyn Schwartz and James Higbe to discuss mutual referral programs.
2. Create a co-branded marketing flyer highlighting the wellness services available to Free Agents' clients.
3. Develop a referral tracking system to monitor the success of the partnership and adjust strategies accordingly.

Value: MEDIUM

MUTUAL BENEFIT

**REFERRAL 2/2**

75% conf

Free Agents Inc!' The Collective Om

**Reasoning:**

Free Agents Inc deals with companies that often experience employee burnout and stress. By referring those companies to The Collective Om, they can provide a solution that enhances employee morale and productivity, while also enhancing their own service offerings.

**Value Proposition:**

Free Agents could increase their service value by 15% by including wellness solutions through referrals, while The Collective Om could see a revenue increase of approximately \$2,000 per month from new clients referred by Free Agents.

**Collaboration Example:**

During initial consultations, Free Agents could assess their clients' needs and recommend The Collective Om's services, such as a wellness program designed for a company with high turnover rates. This could lead to a program worth \$5,000 that improves employee retention and satisfaction.

**Synergy Potential:**

The combination of professional services and wellness creates a comprehensive support system for businesses, enabling them to address both operational challenges and employee well-being simultaneously.

**Action Items:**

1. Develop a referral agreement outlining the terms and benefits for both businesses.
2. Train Free Agents' staff on how to identify wellness needs among their clients.
3. Host a joint webinar on the importance of wellness in the workplace, targeting Free Agents' existing clients.

Value: MEDIUM

MUTUAL BENEFIT