

# BUSINESS RELATIONSHIP ANALYSIS

## Celebrate & Smile International Steppers !” JPO

2 Relationships Identified

### BUSINESS PROFILES

#### Celebrate & Smile International Steppers

Contact: Tiffany Barksdale  
Industry: Arts & Creative  
community/employee enhancement through art of dance

#### JPO Logistics LLC

Contact: Paulette Orr  
Industry: Logistics  
General freight services and dispatching service.

REFERRAL 1/2

75% conf

JPO Logistics LLC !’ Celebrate & Smile International Steppers

#### Reasoning:

JPO Logistics serves shippers and owner-operators, while Celebrate & Smile International Steppers targets companies looking to enhance employee relations. Both businesses cater to organizations, suggesting potential overlap in clientele where logistics companies may seek employee engagement solutions.

#### Value Proposition:

By referring clients to each other, JPO Logistics can enhance its service offering, while Celebrate & Smile can gain access to a new client base in the logistics sector.

#### Collaboration Example:

JPO Logistics could refer its corporate clients, such as shipping companies, to Celebrate & Smile for employee enhancement programs. For instance, if a shipping company is looking to boost morale, JPO could recommend a dance workshop, earning a referral fee for each client that signs up, while Celebrate & Smile secures new business.

#### Synergy Potential:

The unique synergy lies in the shared target market of companies that prioritize employee welfare, making the referral relationship particularly valuable as both enhance the workplace culture.

#### Action Items:

1. Set up a meeting between Paulette Orr and Tiffany Barksdale to discuss referral processes.

2. Create a joint marketing flyer highlighting the benefits of employee engagement through dance for logistics companies.
3. Establish a referral fee structure to incentivize mutual referrals between businesses.

Value: MEDIUM

MUTUAL BENEFIT

## REFERRAL 2/2

65% conf

Celebrate & Smile International Steppers! JPO Logistics LLC

### Reasoning:

Celebrate & Smile focuses on enhancing employee relations in various companies, which might include logistics firms that require transportation services. This provides an opportunity for Celebrate & Smile to refer logistics needs to JPO Logistics.

### Value Proposition:

Celebrate & Smile can enhance its value proposition by offering logistics solutions to its corporate clients, while JPO Logistics can gain new clients through referrals from a trusted source.

### Collaboration Example:

During a community dance workshop, Celebrate & Smile could identify companies needing logistics support for events or employee transportation. They can refer these companies to JPO Logistics, earning a commission for each successful lead turned into a client, while helping companies streamline their logistics needs.

### Synergy Potential:

The pairing is unique as Celebrate & Smile's focus on employee engagement can lead to identifying logistical needs that may not be apparent, creating a niche referral pathway.

### Action Items:

1. Schedule a strategy session to outline potential referral opportunities for logistics needs.
2. Develop co-branded materials that highlight both dance programs and logistics services for corporate clients.
3. Implement a tracking system to monitor referral leads and success rates between the two businesses.

Value: MEDIUM

MUTUAL BENEFIT