

# BUSINESS RELATIONSHIP ANALYSIS

## Free Agents Inc !” Jamz Trainings

2 Relationships Identified

### BUSINESS PROFILES

#### Free Agents Inc

Contact: James Higbe

Industry: Professional Services

Key people to solve you business issue

#### Jamz Trainings

Contact: James Robinson

Industry: Health & Wellness

Personal Training & Sports Massage Therapy

### REFERRAL 1/2

75% conf

Jamz Trainings !” Free Agents Inc

#### Reasoning:

Jamz Trainings targets middle-age recreational athletes, a demographic that may also need business consulting services to manage work-life balance and stress. On the other hand, Free Agents Inc serves companies that might have employees interested in health and wellness services.

#### Value Proposition:

Increased client referrals for both businesses, potentially generating an additional \$10,000 in revenue over the next year through mutual referrals.

#### Collaboration Example:

Jamz Trainings can offer Free Agents Inc's clients a 10% discount on personal training sessions as part of an employee wellness program. In return, Free Agents can provide Jamz with leads from their business clients needing fitness solutions, creating a structured referral system that benefits both.

#### Synergy Potential:

The unique synergy lies in the shared target demographic of health-conscious middle-aged professionals who may also be seeking business development solutions, making the referral relationship highly relevant.

#### Action Items:

1. Develop a referral agreement outlining mutual benefits and commission structures.

2. Create a promotional flyer for Free Agents Inc to distribute to their clients highlighting the wellness discount.
3. Schedule a joint webinar on work-life balance and wellness, featuring both businesses to reach a wider audience.

Value: MEDIUM

MUTUAL BENEFIT

## REFERRAL 2/2

70% conf

### Free Agents Inc!' Jamz Trainings

#### Reasoning:

Free Agents Inc interacts with various companies that may have employees looking to enhance their physical health and well-being, which aligns with the services provided by Jamz Trainings.

#### Value Proposition:

Potential to drive 15 new clients to Jamz Trainings through targeted referrals from Free Agents Inc, equating to approximately \$15,000 in revenue from personal training and massage therapy.

#### Collaboration Example:

Free Agents Inc can incorporate Jamz Trainings into their employee wellness program by offering a free introductory session for employees of their client companies. As a result, employees who try the services may become long-term clients for Jamz, boosting their client base significantly.

#### Synergy Potential:

This relationship is unique due to the emphasis on employee wellness, which is increasingly becoming a priority for companies looking to improve productivity and morale, thus providing a tailored solution for both businesses.

#### Action Items:

1. Create a presentation to pitch the wellness program to Free Agents Inc clients.
2. Develop a loyalty program for referrals that rewards both companies for each client brought in.
3. Host joint events focusing on health and wellness, such as a 'Wellness Day' at local companies.

Value: MEDIUM

MUTUAL BENEFIT