

BUSINESS RELATIONSHIP ANALYSIS

JPO Logistics LLC !” flow

2 Relationships Identified

BUSINESS PROFILES

JPO Logistics LLC

Contact: Paulette Orr

Industry: Logistics

General freight services and dispatching service.

flow

Contact: Miguel Camargo

Industry: Professional Services

Coaching

REFERRAL 1/2

70% conf

JPO Logistics LLC !” flow

Reasoning:

JPO Logistics serves shippers and owner-operators, which may include businesses in need of coaching for operational efficiency. Flow, offering coaching services, could benefit from referrals from JPO Logistics to enhance their client base. Conversely, JPO could refer clients who might benefit from coaching to improve their logistics operations.

Value Proposition:

By referring clients to each other, both businesses could increase their customer base by approximately 10-15% over the next quarter.

Collaboration Example:

JPO Logistics identifies a client struggling with operational challenges and refers them to Flow for coaching. In return, Flow promotes JPO's logistics services to clients needing reliable freight solutions. They could set up a quarterly referral meeting to discuss potential leads, boosting both businesses' revenues.

Synergy Potential:

This pairing uniquely leverages JPO's industry contacts to enhance Flow's clientele while providing shippers with tools for better operational management. Their combined expertise allows for a more holistic service offering, benefiting clients in logistics and coaching.

Action Items:

1. Set up an introductory meeting to discuss referral opportunities.
2. Create a referral agreement outlining specific terms and client types for referrals.
3. Develop co-branded marketing materials to promote the referral relationship.

Value: MEDIUM

MUTUAL BENEFIT

VENDOR 2/2

60% conf

flow !' JPO Logistics LLC

Reasoning:

Flow could provide coaching services to JPO Logistics to enhance their operational effectiveness, which would help them better serve their clients. This could include training sessions on customer service or efficiency that can directly impact JPO's logistics operations.

Value Proposition:

By utilizing Flow's coaching services, JPO Logistics could improve their client satisfaction scores by 20%, leading to better retention and potential upsells.

Collaboration Example:

Flow conducts a two-day workshop for JPO Logistics aimed at improving communication and efficiency among dispatchers. JPO Logistics pays Flow \$2,000 for the workshop, which results in reduced client wait times and increased operational efficiency, ultimately leading to an additional \$10,000 in revenue from improved client retention.

Synergy Potential:

Flow's specialized coaching can uniquely address operational pain points within JPO, creating a tailored approach that enhances logistics performance, which is not just about freight but also about operational excellence.

Action Items:

1. Outline a coaching curriculum specifically tailored to JPO's operational challenges.
2. Schedule a workshop date within the next month to kick off the coaching program.
3. Gather feedback from JPO employees post-coaching to assess impact and improve future sessions.

Value: MEDIUM

MUTUAL BENEFIT