

# 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:

Both businesses cater to clients who are looking for improvement in their respective areas; Health & Wellness for Jamz Trainings and business solutions for Free Agents Inc. They can refer clients to each other without competing for the same customer base.

#### Value Proposition:

Jamz Trainings can potentially gain 10-15 new clients a month from referrals, while Free Agents Inc can enhance their service offerings by providing fitness-related solutions to their clients.

#### Collaboration Example:

Jamz Trainings could refer clients to Free Agents Inc. when they identify small business owners looking to enhance their team's performance through better wellness programs. For instance, if a local golf club owner trains with Jamz and expresses interest in improving staff productivity, Jamz can send them to Free Agents, who can then propose a business strategy to enhance team dynamics. This leads to both businesses gaining exposure and credibility in their respective fields.

#### Synergy Potential:

The unique synergy lies in combining wellness with professional development; by referring clients to each other, they create a holistic approach to business success and personal well-being.

### Action Items:

1. Set up an introductory meeting between James Robinson and James Higbe to explore referral frameworks.
2. Create a brochure detailing referral benefits that both businesses can distribute to clients.
3. Establish a tracking system to measure the number of referrals and resulting business generated from each partnership.

Value: MEDIUM

MUTUAL BENEFIT

### REFERRAL 2/2

70% conf

Free Agents Inc.' Jamz Trainings

### Reasoning:

Free Agents Inc. serves small to medium-sized businesses that could greatly benefit from health and wellness programs for their employees, which Jamz Trainings specializes in. Referrals can enhance employee productivity and morale.

### Value Proposition:

Free Agents Inc. could refer 5-8 clients a month to Jamz Trainings, resulting in increased client engagement and potential revenue through corporate wellness packages.

### Collaboration Example:

When Free Agents Inc. consults with a company about improving employee performance, they identify a need for a fitness program. They can refer the HR manager to Jamz Trainings, who could then propose a tailored wellness program for the employees. This leads to Jamz securing a contract for regular training sessions, generating additional revenue for both businesses.

### Synergy Potential:

This pairing is unique as it integrates strategic business consulting with health and wellness, creating a comprehensive service that addresses both employee well-being and organizational performance.

### Action Items:

1. Develop a joint marketing strategy highlighting the benefits of employee wellness programs to target businesses.
2. Create a referral agreement that outlines commissions for referrals that lead to signed contracts.
3. Schedule monthly feedback sessions to assess the effectiveness of referrals and adapt strategies accordingly.

Value: MEDIUM

MUTUAL BENEFIT