

# BUSINESS RELATIONSHIP ANALYSIS

## Jamz Trainings !” The Collective Om

2 Relationships Identified

### BUSINESS PROFILES

#### Jamz Trainings

Contact: James Robinson

Industry: Health & Wellness

Personal Training & Sports Massage Therapy

#### The Collective Om

Contact: Ashlyn Schwartz

Industry: Health & Wellness

Holistic health services for individuals and small teams

### REFERRAL 1/2

75% conf

The Collective Om !” Jamz Trainings

#### Reasoning:

Both businesses focus on health and wellness but cater to slightly different demographics. The Collective Om targets women focused on self-growth, while Jamz Trainings targets middle-aged recreational athletes. They can refer clients to one another without competing for the same audience.

#### Value Proposition:

By establishing a referral system, both businesses can potentially increase their client base by 20%, enhancing customer acquisition efforts.

#### Collaboration Example:

The Collective Om creates a wellness package that includes a discounted personal training session with Jamz Trainings for its clients. For instance, a client interested in holistic health could receive a voucher for a trial personal training session at Jamz, increasing Jamz's client exposure while providing added value to The Collective Om's services.

#### Synergy Potential:

This pairing uniquely combines holistic health and personal training, appealing to clients seeking a comprehensive approach to wellness, which neither could provide alone.

**Action Items:**

1. Develop a referral agreement that outlines the commission structure for client referrals.
2. Create marketing materials promoting the wellness package for joint promotion.
3. Schedule a joint event to introduce both services to the community, such as a 'Wellness Day' where both businesses can showcase their offerings.

Value: MEDIUM

MUTUAL BENEFIT

**COLLABORATION 2/2**

70% conf

Jamz Trainings !' The Collective Om

**Reasoning:**

Both businesses can benefit from a collaboration that enhances their service offerings. Jamz Trainings can leverage The Collective Om's holistic approach to deepen client wellness, while The Collective Om can provide physical training options to their clientele.

**Value Proposition:**

By collaborating on a wellness workshop, both businesses can attract new clients, with potential revenue generation of up to \$3,000 from a single event.

**Collaboration Example:**

Jamz Trainings and The Collective Om jointly host a 'Mind and Body' wellness workshop at a local community center. Attendees participate in a yoga session led by The Collective Om followed by a personal training demonstration by Jamz. Each participant pays a \$50 fee, and both businesses share the revenue, which funds further joint marketing efforts.

**Synergy Potential:**

The combination of physical training and holistic health creates a unique, integrated approach to wellness, making their offerings more appealing and comprehensive than typical standalone services.

**Action Items:**

1. Identify a local community center or venue to host the workshop.
2. Co-create a marketing plan to promote the workshop via social media and local networks.
3. Establish a follow-up system to convert workshop participants into long-term clients for both businesses.

Value: HIGH

MUTUAL BENEFIT