

BUSINESS RELATIONSHIP ANALYSIS

Jamz Trainings !" Noseniorleftbehindfl.org

2 Relationships Identified

BUSINESS PROFILES

Jamz Trainings

Contact: James Robinson

Industry: Health & Wellness

Personal Training & Sports Massage Therapy

Noseniorleftbehindfl.org

Contact: Wanda K Jackson

Industry: Professional Services

Assessments for 55 and older in need of a service to help maintain independence.

REFERRAL 1/2

75% conf

Jamz Trainings !" Noseniorleftbehindfl.org

Reasoning:

Both businesses serve clientele in the health and wellness space, albeit targeting different age demographics. Jamz Trainings focuses on middle-age recreational athletes, while Noseniorleftbehindfl.org targets seniors. They can refer clients to each other without competing directly for the same audience.

Value Proposition:

By referring clients, Jamz Trainings can gain access to a new segment of the market, potentially increasing revenue through new clientele. Noseniorleftbehindfl.org can enhance its service offerings by providing wellness options for seniors.

Collaboration Example:

Jamz Trainings could provide a complimentary personal training session to seniors referred by Noseniorleftbehindfl.org, focusing on exercises that improve mobility and strength. In return, Noseniorleftbehindfl.org could refer younger family members of seniors to Jamz for personal training services, creating a family-oriented wellness plan.

Synergy Potential:

This partnership uniquely combines wellness services for different age groups, fostering community health and encouraging families to engage in fitness together, thus enhancing client loyalty for both businesses.

Action Items:

1. Set up a referral program with clear benefits for both parties.
2. Develop promotional materials highlighting the referral program to share with clients.
3. Schedule a joint networking event to introduce both businesses to potential clients.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Noseniorleftbehindfl.org | Jamz Trainings

Reasoning:

Noseniorleftbehindfl.org's clients may include middle-aged family members of seniors who are interested in health and wellness services for themselves. This presents a chance for them to refer these clients to Jamz Trainings.

Value Proposition:

Noseniorleftbehindfl.org can enhance its service offering by referring family members to a trusted personal trainer, while Jamz Trainings can tap into a new customer base through these referrals.

Collaboration Example:

During assessments, Noseniorleftbehindfl.org can inquire about the physical fitness goals of seniors' children and recommend Jamz Trainings for personalized training packages. Jamz could then offer a family discount for services brought in through these referrals, thus encouraging enrollment.

Synergy Potential:

This partnership stands out as it bridges the gap between senior wellness and family involvement in fitness, promoting a holistic approach to health that benefits multiple generations.

Action Items:

1. Create an informational flyer for Noseniorleftbehindfl.org to distribute about Jamz Trainings' services.
2. Host a workshop together focusing on family fitness that appeals to both seniors and their families.
3. Design a loyalty program that incentivizes referrals from Noseniorleftbehindfl.org.

Value: MEDIUM

MUTUAL BENEFIT