

BUSINESS RELATIONSHIP ANALYSIS

Jamz Trainings!" Relax Relate & Release

2 Relationships Identified

BUSINESS PROFILES

Jamz Trainings

Contact: James Robinson
Industry: Health & Wellness
Personal Training & Sports Massage Therapy

Relax Relate & Release

Contact: Hazel Lee
Industry: Health & Wellness
Massage Therapy

REFERRAL 1/2

80% conf

Jamz Trainings!" Relax Relate & Release

Reasoning:

Both businesses cater to health and wellness, with Jamz Trainings focusing on personal training and sports massage therapy, while Relax Relate & Release specializes in massage therapy. They can refer clients to each other based on the specific needs of their clientele without directly competing.

Value Proposition:

Each referral could generate new clients for both businesses, potentially increasing their customer base by 20-30%.

Collaboration Example:

Jamz Trainings could refer clients who seek deeper relaxation therapies to Relax Relate & Release after their training sessions. For example, after a rigorous training session focused on golf, a client might be referred for a specialized massage that targets muscle recovery, leading to a seamless client experience and a referral fee of \$50 per client.

Synergy Potential:

The unique synergy lies in their complementary services; Jamz focuses on active recovery while Relax Relate & Release enhances relaxation, making them ideal partners for a holistic health approach.

Action Items:

- Establish a referral agreement outlining the terms and referral fees.
- Create a joint marketing campaign targeting both businesses' existing clientele, highlighting the benefits of a combined training and massage therapy approach.

3. Host an open house event where both businesses showcase their services and provide samples of training and relaxation techniques.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Relax Relate & Release / Jamz Trainings

Reasoning:

Relax Relate & Release can refer their veteran clients who may be looking for personal training services to Jamz Trainings, thus providing a complete wellness solution while attracting new clientele.

Value Proposition:

This referral can lead to a 15-25% increase in new clients for Jamz Trainings, as veterans often seek fitness programs tailored to their needs.

Collaboration Example:

When a veteran client expresses interest in regaining fitness after a massage session, Relax Relate & Release could refer them to Jamz Trainings for a customized fitness plan that includes personal training sessions. This referral could lead to a package deal where Jamz offers a 10% discount for each referred veteran, encouraging group training sessions and community building.

Synergy Potential:

This pairing is unique because it leverages the specific needs of veterans for comprehensive wellness solutions that address both physical training and recovery, enhancing their overall health.

Action Items:

1. Develop a referral tracking system to monitor the success of client referrals from Relax Relate & Release to Jamz Trainings.
2. Create a special program for veterans that combines personal training and massage therapy, offering bundled pricing.
3. Design flyers and promotional materials that highlight the benefits of fitness training for veterans, to be distributed in both businesses.

Value: MEDIUM

MUTUAL BENEFIT