

# BUSINESS RELATIONSHIP ANALYSIS

C e l e b r a t e & S m i l e I n t e r n a t i o n a l S t e p p e r s ! " F r e

2 Relationships Identified

## BUSINESS PROFILES

### Celebrate & Smile International Steppers

Contact: Tiffany Barksdale  
Industry: Arts & Creative  
community/employee enhancement through art of dance

### Free Agents Inc

Contact: James Higbe  
Industry: Professional Services  
Key people to solve you business issue

## COLLABORATION 1/2

85% conf

C e l e b r a t e & S m i l e I n t e r n a t i o n a l S t e p p e r s ! F r e e A g e n t s I n c

#### Reasoning:

Celebrate & Smile International Steppers specializes in enhancing community and employee relations through dance, which aligns well with Free Agents Inc's focus on solving business issues. By combining their strengths, they can create a unique program that boosts employee morale and productivity.

#### Value Proposition:

By collaborating on employee wellness programs, both businesses can tap into the corporate wellness market, potentially increasing revenues by 20% through joint offerings and workshops.

#### Collaboration Example:

Next week, Tiffany from Celebrate & Smile could host an interactive dance workshop at a corporate retreat organized by James at Free Agents Inc. Employees will engage in team-building exercises through dance, enhancing camaraderie and workplace dynamics. They could charge the company \$1,500 for the session, split the revenue, and gain testimonials for future marketing.

#### Synergy Potential:

This partnership uniquely combines the art of dance with professional development, creating a memorable and enjoyable experience for employees that traditional workshops lack.

### Action Items:

1. Schedule a meeting between Tiffany and James to discuss potential corporate clients.
2. Develop a joint marketing flyer highlighting the benefits of dance workshops for employee engagement.
3. Pilot a workshop at a local company to gather feedback and refine the program.

Value: HIGH

MUTUAL BENEFIT

### REFERRAL 2/2

75% conf

Free Agents Inc / Celebrate & Smile International Steppers

### Reasoning:

Free Agents Inc works with companies looking to enhance employee relations, a target market that overlaps with Celebrate & Smile's services. They can refer clients seeking creative engagement solutions to each other.

### Value Proposition:

By referring clients to Celebrate & Smile, Free Agents can offer additional value to their clients, potentially increasing their service offerings and enhancing client satisfaction.

### Collaboration Example:

James could introduce Celebrate & Smile's dance programs to a client looking to revamp their employee engagement strategy. If the client signs up for a series of workshops worth \$3,000, Free Agents could receive a 15% referral fee, generating \$450 for them while enhancing their client relationship.

### Synergy Potential:

This referral relationship allows Free Agents to position themselves as a comprehensive solution provider, enhancing their reputation while providing Celebrate & Smile access to a steady stream of corporate clients.

### Action Items:

1. Create a referral agreement outlining commission percentages for each successful client introduction.
2. Share promotional materials of Celebrate & Smile with Free Agents' current clients.
3. Set up a quarterly review meeting to assess the success of referrals and adjust strategies as needed.

Value: MEDIUM

MUTUAL BENEFIT