

BUSINESS RELATIONSHIP ANALYSIS

Free Agents Inc !” The Collective Om

2 Relationships Identified

BUSINESS PROFILES

Free Agents Inc

Contact: James Higbe

Industry: Professional Services

Key people to solve you business issue

The Collective Om

Contact: Ashlyn Schwartz

Industry: Health & Wellness

Holistic health services for individuals and small teams

REFERRAL 1/2

70% conf

The Collective Om !' Free Agents Inc

Reasoning:

Both businesses target clients focused on growth and improvement, but from different angles. The Collective Om can refer clients seeking holistic health solutions to Free Agents Inc, especially small businesses aiming to improve their internal processes.

Value Proposition:

Increased client base for Free Agents Inc by gaining referrals from The Collective Om, potentially translating into a 10-20% increase in new business engagements.

Collaboration Example:

The Collective Om can share Free Agents Inc's services with their clients during wellness workshops, directing interested small business owners towards Free Agents for business problem-solving. For example, if a client expresses difficulty in managing team dynamics, The Collective Om could facilitate an introduction to Free Agents, leading to a consulting project worth \$2,000.

Synergy Potential:

The wellness focus of The Collective Om enhances the professional services angle of Free Agents Inc, creating a holistic approach to business improvement that is rare in the marketplace.

Action Items:

1. The Collective Om to create a promotional flyer detailing Free Agents Inc's services to distribute at their workshops.
2. Schedule a joint event where both businesses can showcase their services to a common audience, such as a 'Wellness and Business Growth' seminar.
3. Establish a formal referral agreement, outlining incentives for each referral made.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 2/2

65% conf

Free Agents Inc !' The Collective Om

Reasoning:

Free Agents Inc serves small businesses that may benefit from wellness services offered by The Collective Om, allowing for a referral exchange that enhances both businesses' client offerings.

Value Proposition:

Free Agents Inc can enhance their service portfolio by recommending holistic health services to their clients, potentially increasing client satisfaction and retention by 15%.

Collaboration Example:

During a consulting session, a client of Free Agents Inc discusses employee burnout and low morale. The consultant suggests The Collective Om's services, leading to a referral that results in a \$1,500 engagement for holistic wellness workshops aimed at improving employee engagement and reducing stress.

Synergy Potential:

Combining health and wellness with professional consulting creates a comprehensive service offering that addresses both personal and organizational growth, appealing to clients seeking a balanced approach.

Action Items:

1. Free Agents Inc to compile a list of clients who might benefit from wellness services and share this with The Collective Om.
2. Create a joint marketing campaign to promote wellness workshops as part of business improvement strategies.
3. Arrange regular meetings to discuss successful referrals and adapt offerings based on client feedback.

Value: MEDIUM

MUTUAL BENEFIT