

BUSINESS RELATIONSHIP ANALYSIS

Big Rig Compliance Pros!" WhitBits Cookies

2 Relationships Identified

BUSINESS PROFILES

Big Rig Compliance Pros

Contact: Sherika Carter

Industry: Professional Services

Big Rig Compliance Pros helps truck drivers and trucking companies stay compliant with State and Federal regulations by handling filings, renewals, permits and other back office paperwork so they can focus on driving.

WhitBits Cookies

Contact: Whitney Branch

Industry: Professional Services

Homemade cookies

REFERRAL 1/2

75% conf

WhitBits Cookies!" Big Rig Compliance Pros

Reasoning:

WhitBits Cookies and Big Rig Compliance Pros serve different aspects of the corporate market, targeting office professionals and trucking companies, respectively. They can refer clients to each other when the need arises, ensuring a steady stream of potential customers.

Value Proposition:

By establishing a referral relationship, both businesses can expand their client base, potentially increasing revenue by 10-15% through cross-referrals.

Collaboration Example:

WhitBits Cookies could provide a selection of gourmet cookie boxes to Big Rig Compliance Pros for their clients as a thank-you gift. In return, Big Rig Compliance would include WhitBits' promotional materials in their compliance package mail-outs, introducing these homemade cookies to truck drivers and fleet owners as a unique corporate gift option.

Synergy Potential:

The unique pairing of homemade cookies with compliance services allows both companies to enhance their client relationships through thoughtful gifting, which is not a common practice in the compliance industry.

Action Items:

1. Schedule a meeting to discuss cross-promotion ideas and establish referral protocols.
2. Create a joint marketing flyer that highlights both services and their referral benefits.
3. Plan a small tasting event where Big Rig Compliance can introduce WhitBits Cookies to their clients.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Big Rig Compliance Pros !' WhitBits Cookies**Reasoning:**

Big Rig Compliance Pros frequently interacts with corporate professionals who organize events and meetings, making them potential customers for WhitBits Cookies. Referring WhitBits to their clients will enhance their service offerings.

Value Proposition:

Creating a referral channel could increase WhitBits' sales by tapping into a new customer segment, possibly leading to a 20% increase in event-based cookie orders.

Collaboration Example:

As Big Rig Compliance works with trucking companies that host meetings and events, they could recommend WhitBits Cookies as a go-to caterer for snacks and desserts. For instance, if a trucking company is planning a quarterly meeting, Big Rig Compliance could suggest a cookie platter from WhitBits, increasing exposure and potential orders for WhitBits.

Synergy Potential:

This relationship leverages Big Rig Compliance's established connections with corporate clients to provide WhitBits with access to a niche market that values unique catering options, distinct from traditional corporate snacks.

Action Items:

1. Develop a list of potential corporate clients for cookie referrals based on Big Rig Compliance's customer base.
2. Create a special event package for WhitBits Cookies tailored for trucking company meetings.
3. Set up a feedback loop to evaluate referral success and adjust strategies accordingly.

Value: MEDIUM

MUTUAL BENEFIT