

BUSINESS RELATIONSHIP ANALYSIS

Be Present Detalles!" Jamz Trainings

2 Relationships Identified

BUSINESS PROFILES

Be Present Detalles

Contact: De'Ana Aguas

Industry: Professional Services

Events and Experiences

Jamz Trainings

Contact: James Robinson

Industry: Health & Wellness

Personal Training & Sports Massage Therapy

COLLABORATION 1/2

85% conf

Jamz Trainings!" Be Present Detalles

Reasoning:

Jamz Trainings and Be Present Detalles can combine their services to create unique wellness events aimed at middle-aged recreational athletes. This collaboration will increase exposure for both businesses and cater to a niche market that values both fitness and meaningful experiences.

Value Proposition:

They could host monthly wellness retreats where participants engage in personal training sessions followed by relaxation events organized by Be Present Detalles. This can potentially generate \$10,000 in revenue per event.

Collaboration Example:

In a specific scenario, Jamz Trainings could offer a 'Fitness & Relaxation Retreat' at a local community center. The day would start with a group training session led by James, followed by a sports massage therapy segment, and culminate in a relaxation event organized by Be Present Detalles, where couples can enjoy a candlelit dinner and gift-giving experiences. Both businesses could charge \$200 per participant, splitting the revenue, and creating a memorable experience that highlights their offerings.

Synergy Potential:

The unique synergy comes from combining physical wellness with emotional and relational well-being. While many wellness events focus solely on fitness or relaxation, this partnership uniquely addresses both aspects, appealing strongly to the target audience's lifestyle.

Action Items:

1. Schedule a brainstorming session between Jamz Trainings and Be Present Detalles to outline retreat details.
2. Create a joint marketing plan targeting HOA communities to promote the wellness retreat.
3. Develop a shared social media campaign highlighting the benefits of fitness and relaxation together.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Be Present Detalles !' Jamz Trainings

Reasoning:

Both businesses serve a similar demographic of individuals who value health and wellness, albeit from different angles. Be Present Detalles can refer clients looking for personal training or sports massage services to Jamz Trainings.

Value Proposition:

Be Present Detalles could increase their service offerings by providing referrals, potentially earning commission on each successful client referral to Jamz Trainings, which could amount to \$500 per month if they refer just 2-3 clients.

Collaboration Example:

After organizing a romantic event for couples, Be Present Detalles can suggest a follow-up wellness program at Jamz Trainings, emphasizing the importance of maintaining fitness. For instance, a couple who enjoys a romantic dinner might receive a 10% off voucher for their first training session, increasing the likelihood of them signing up.

Synergy Potential:

This referral relationship leverages Be Present Detalles' existing client base of busy professionals, who may benefit from Jamz Trainings' personal training and massage therapy services, enhancing the value proposition for both companies.

Action Items:

1. Draft a referral agreement that outlines the commission structure for each successful referral.
2. Create promotional materials for Be Present Detalles to distribute at their events, highlighting Jamz Trainings' services.
3. Schedule regular check-ins to evaluate the success of the referral program and make adjustments as needed.

Value: MEDIUM

MUTUAL BENEFIT