

BUSINESS RELATIONSHIP ANALYSIS

Genuines Coaching & Consulting !" JPO Logistics

4 Relationships Identified

BUSINESS PROFILES

Genuines Coaching & Consulting

Contact: Reden Dionisio

Industry: Technology

Coaching, Speaking, Training

JPO Logistics LLC

Contact: Paulette Orr

Industry: Logistics

General freight services and dispatching service.

REFERRAL 1/4

70% conf

JPO Logistics LLC !" Genuines Coaching & Consulting

Reasoning:

Both businesses target professionals and businesses, though in different sectors. JPO Logistics can refer clients needing training or consulting services to Genuines Coaching & Consulting, while Genuines can recommend JPO for logistics needs.

Value Proposition:

Increased client base for both businesses, potentially generating an additional 10-15% in revenue from referrals.

Collaboration Example:

JPO Logistics hosts a quarterly networking event for shippers and owner operators. At this event, they invite Genuines Coaching to present a workshop on 'Effective Leadership in Logistics.' JPO gains credibility and attracts new clients, while Genuines gains exposure to a targeted audience, leading to potential coaching clients.

Synergy Potential:

The unique synergy lies in their complementary services; JPO enhances operational efficiency for businesses, while Genuines improves leadership skills. Together, they can create a more holistic approach to business growth.

Action Items:

1. Schedule a meeting to discuss referral processes and mutual client needs.
2. Develop a co-branded marketing piece for the networking event.

3. Plan a follow-up strategy for attendees to engage with both businesses post-event.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 2/4

65% conf

Genuines Coaching & Consulting !' JPO Logistics LLC

Reasoning:

Genuines Coaching & Consulting primarily targets business owners and executives who may require logistics services for their operations. They can refer clients needing shipping solutions to JPO Logistics.

Value Proposition:

Access to logistics services for Genuines' clients, potentially leading to a 5-10% increase in JPO's customer base through targeted referrals.

Collaboration Example:

During a leadership seminar led by Genuines, they can present case studies highlighting effective logistics management, ultimately suggesting JPO as a logistics partner. This presentation could convert attendees into JPO clients who require freight services.

Synergy Potential:

This pairing is unique because it bridges the gap between leadership training and operational logistics, allowing clients to see the direct impact of effective leadership on supply chain efficiency.

Action Items:

1. Identify common clients or industries served by both businesses to target referrals.
2. Create a referral tracking system to measure success and adjust strategies.
3. Organize a joint webinar on 'Leadership in Logistics' to educate and attract new clients.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 3/4

70% conf

JPO Logistics LLC !' Genuines Coaching & Consulting

Reasoning:

JPO Logistics serves shippers and owner operators who may also be interested in coaching and consulting services to improve their business operations. Genuines can refer their clients in the logistics sector to JPO for freight services, enhancing their service offering.

Value Proposition:

By referring clients to JPO Logistics, Genuines can expand their service portfolio, potentially increasing revenue through referral fees or commissions. JPO can gain new clients who are in need of logistics support.

Collaboration Example:

Genuines Coaching & Consulting could host a webinar on optimizing supply chain operations for their C-suite clients, featuring JPO Logistics as a guest speaker. During this event, JPO could offer exclusive consultation sessions to attendees, driving leads and new business opportunities, while Genuines enhances their brand as a holistic business resource.

Synergy Potential:

The unique synergy lies in the intersection of logistics and executive coaching; JPO can provide practical solutions that complement the strategic insights offered by Genuines, making the partnership valuable for clients looking to optimize operations.

Action Items:

1. Schedule an introductory meeting between Paulette Orr and Reden Dionisio to discuss alignment and referral processes.
2. Create a joint marketing plan for the upcoming webinar that includes promotional materials highlighting both businesses' services.
3. Develop a referral agreement to outline incentives for Genuines when they refer clients to JPO Logistics.

Value: MEDIUM

MUTUAL BENEFIT

VENDOR 4/4

60% conf

Genuines Coaching & Consulting | JPO Logistics LLC

Reasoning:

Genuines Coaching & Consulting can benefit from logistics services provided by JPO Logistics for their training sessions and events, ensuring that all materials and equipment are delivered timely and efficiently. This logistical support is crucial for their operational success.

Value Proposition:

Utilizing JPO's logistics services could streamline Genuines' event planning process, leading to potential cost savings and improved client satisfaction. This operational efficiency allows Genuines to focus on content delivery rather than logistics.

Collaboration Example:

For an upcoming training seminar, Genuines needs to transport training materials and equipment to a venue. They could contract JPO to handle this, ensuring timely delivery and setup. For instance, if the seminar involves transporting materials for 50 attendees, JPO could provide a dedicated truck and crew, saving Genuines approximately \$1,000 in potential delays and mishaps.

Synergy Potential:

By leveraging JPO's expertise in logistics, Genuines can enhance the overall experience of their training sessions, ensuring that their operational needs are met seamlessly, which is not something typical coaching firms prioritize.

Action Items:

1. Contact JPO to discuss logistics needs for the next training event scheduled in two weeks.
2. Draft a logistics service agreement that outlines JPO's responsibilities for upcoming events.
3. Evaluate the costs and benefits of utilizing JPO's services for all future training sessions to assess long-term partnership viability.

Value: MEDIUM

MUTUAL BENEFIT
