

# BUSINESS RELATIONSHIP ANALYSIS

## Big Rig Compliance Pros!" The Collective Om

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.

#### The Collective Om

Contact: Ashlyn Schwartz

Industry: Health & Wellness

Holistic health services for individuals and small teams

REFERRAL 1/2

75% conf

The Collective Om !' Big Rig Compliance Pros

#### Reasoning:

Both businesses target small to medium-sized entities, albeit in different sectors. The Collective Om focuses on health and wellness, which can appeal to owner/operators in trucking who often face stress and health issues due to their lifestyle.

#### Value Proposition:

By referring clients to each other, The Collective Om could potentially tap into the trucking industry, leading to a 15% increase in new clientele, while Big Rig Compliance Pros could enhance their value by offering wellness programs to their clients, promoting better health and productivity.

#### Collaboration Example:

The Collective Om offers a special wellness program for truck drivers, including online workshops focusing on stress management and nutrition during long drives. In return, Big Rig Compliance Pros promotes these workshops to their clients, leading to a joint increase in business. For example, if 20 drivers sign up for a \$300 workshop, both businesses benefit significantly.

#### Synergy Potential:

This partnership is unique because it combines health and compliance, addressing a critical need for truck drivers who often neglect wellness while focusing on their business. It provides a holistic approach to their professional challenges.

### Action Items:

1. Set up a meeting between Ashlyn and Sherika to discuss referral terms and potential workshop offerings.
2. Create promotional materials that highlight the wellness program specifically designed for truck drivers.
3. Launch a joint marketing campaign targeting the trucking industry, leveraging both businesses' networks.

Value: MEDIUM

MUTUAL BENEFIT

### REFERRAL 2/2

70% conf

Big Rig Compliance Pros / The Collective Om

#### Reasoning:

Big Rig Compliance Pros serves a niche market of trucking operators who may benefit from stress relief and wellness services provided by The Collective Om. Referrals could enhance client satisfaction and loyalty.

#### Value Proposition:

By referring clients to The Collective Om, Big Rig Compliance Pros can provide added value, potentially increasing customer retention by 20% and generating additional revenue through shared promotions.

#### Collaboration Example:

Big Rig Compliance Pros includes a flyer for The Collective Om's services in their compliance packets that they send out monthly to clients. For every client that signs up for a wellness service, Big Rig Compliance earns a referral fee, creating a revenue stream without additional workload.

#### Synergy Potential:

This pairing stands out because it addresses two essential aspects of the trucking lifestyle: regulatory compliance and personal well-being. Together, they can create a comprehensive support system for their clients.

#### Action Items:

1. Develop a referral agreement that outlines the terms of the partnership.
2. Create a promotional flyer highlighting The Collective Om's services specifically for truck drivers.
3. Schedule a joint webinar to educate mutual clients on the benefits of compliance and wellness.

Value: MEDIUM

MUTUAL BENEFIT