

BUSINESS RELATIONSHIP ANALYSIS

Jamz Trainings !" The P-Way Solutions LLC

2 Relationships Identified

BUSINESS PROFILES

Jamz Trainings

Contact: James Robinson

Industry: Health & Wellness

Personal Training & Sports Massage Therapy

The P-Way Solutions LLC

Contact: Pervis lowman

Industry: Real Estate

Commercial Janitorial Services

REFERRAL 1/2

75% conf

Jamz Trainings !" The P-Way Solutions LLC

Reasoning:

Jamz Trainings targets middle-age recreational athletes who may also be business owners or decision-makers within their HOA communities, while The P-Way Solutions serves small businesses that require janitorial services. By referring clients to one another, both businesses can tap into a shared customer base without competing directly.

Value Proposition:

By referring clients, Jamz Trainings could potentially earn a commission on referrals, while The P-Way Solutions gains new contracts from a broader audience, increasing their customer base by 20%.

Collaboration Example:

Jamz Trainings can set up a referral program where each client that hires The P-Way Solutions after a recommendation receives a discount on their next training session. Conversely, The P-Way Solutions can offer a free month of janitorial services to clients who sign up for a package at Jamz Trainings, thus creating a win-win scenario that fosters client loyalty and retention.

Synergy Potential:

Both businesses cater to the same demographic, with health-conscious individuals who also value clean and professional environments for their homes or businesses, creating a unique cross-promotion opportunity.

Action Items:

1. Establish a referral discount structure for clients that use both services.
2. Create joint marketing materials highlighting the benefits of both services.
3. Host a community event where both businesses can showcase their offerings to potential clients.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 2/2

65% conf

The P-Way Solutions LLC !' Jamz Trainings

Reasoning:

The P-Way Solutions LLC has a clientele made up of small businesses and commercial spaces that may benefit from personal training services for their employees, contributing to a healthier workplace environment. Referring clients to Jamz Trainings can enhance their service offerings.

Value Proposition:

The P-Way Solutions could offer a health and wellness package that includes referrals to Jamz Trainings, leading to increased employee satisfaction and productivity while potentially earning a referral fee.

Collaboration Example:

The P-Way Solutions can create a promotion that includes a complimentary health assessment session with Jamz Trainings for all new contracts. If a business signs a janitorial contract, they can receive a personal training session for their staff, leading to a healthier workplace, while Jamz Trainings gains new clients that they can convert into ongoing training packages.

Synergy Potential:

This partnership allows The P-Way Solutions to enhance their service offerings by promoting employee wellness, while Jamz Trainings can reach a new audience of business clients looking to invest in the health of their employees.

Action Items:

1. Develop a joint promotional package for businesses emphasizing employee wellness.
2. Set up a referral commission structure for successful client conversions.
3. Schedule a meeting to brainstorm co-hosted wellness workshops for local businesses.

Value: MEDIUM

MUTUAL BENEFIT