

# BUSINESS RELATIONSHIP ANALYSIS

## Celebrate & Smile International Steppers !” Jamz Trainings

2 Relationships Identified

### BUSINESS PROFILES

#### Celebrate & Smile International Steppers

Contact: Tiffany Barksdale

Industry: Arts & Creative

community/employee enhancement through art of dance

#### Jamz Trainings

Contact: James Robinson

Industry: Health & Wellness

Personal Training & Sports Massage Therapy

### COLLABORATION 1/2

80% conf

#### Celebrate & Smile International Steppers !” Jamz Trainings

##### Reasoning:

Celebrate & Smile International Steppers focuses on enhancing community and employee relations through dance, which can complement the physical training offered by Jamz Trainings. By collaborating, they can create a holistic wellness program that addresses both physical fitness and emotional well-being.

##### Value Proposition:

By bundling dance classes with personal training sessions, both businesses can attract new clients and increase revenue through package deals, boosting overall exposure in the community.

##### Collaboration Example:

Celebrate & Smile International Steppers organizes a 'Wellness Weekend' event at a local HOA community where Jamz Trainings offers free fitness assessments. Participants engage in a dance workshop followed by a sports massage demo. Each business promotes the event to their respective clients, with a goal of signing up at least 20 new clients from the event, generating approximately \$1,000 in combined revenue.

##### Synergy Potential:

The unique synergy arises from combining artistic expression with physical training, appealing to clients seeking comprehensive wellness that includes emotional and physical health. This partnership offers a distinctive blend of services not typically found together in Jacksonville.

### Action Items:

1. Schedule a brainstorming meeting between Tiffany and James to discuss potential event ideas.
2. Develop a promotional plan for the Wellness Weekend, including social media outreach and flyers in HOA communities.
3. Create a special package deal for attendees that includes a discount for signing up for both dance classes and personal training sessions.

Value: HIGH

MUTUAL BENEFIT

## REFERRAL 2/2

70% conf

### Jamz Trainings !' Celebrate & Smile International Steppers

#### Reasoning:

Both businesses target health-conscious individuals, though in different capacities. Jamz Trainings can refer their clients who may benefit from dance classes to Celebrate & Smile International Steppers, enhancing overall client engagement.

#### Value Proposition:

Referrals can lead to increased client retention for Jamz Trainings and additional revenue streams for Celebrate & Smile International Steppers, creating a win-win situation.

#### Collaboration Example:

After a personal training session, James discusses the benefits of dance for flexibility and stress relief with his clients. He provides them with flyers for Celebrate & Smile's upcoming dance classes, leading to at least 10 referrals per month. If each referral results in a \$150 class enrollment, this could generate \$1,500 of additional revenue for Celebrate & Smile.

#### Synergy Potential:

This pairing is unique as it combines physical fitness with the joy of dance, creating a more engaging lifestyle approach for clients, which can lead to higher satisfaction and loyalty.

### Action Items:

1. Create a referral program where Jamz Trainings offers discounts to clients who join Celebrate & Smile's classes.
2. Design a joint marketing flyer that highlights the benefits of cross-training through dance and personal training.
3. Host a joint open house event to introduce both services, offering free trial classes and training sessions to attract new clients.

Value: MEDIUM

MUTUAL BENEFIT