

# BUSINESS RELATIONSHIP ANALYSIS

The P-Way Solutions LLC!" flow

2 Relationships Identified

## BUSINESS PROFILES

### The P-Way Solutions LLC

Contact: Pervis lowman  
Industry: Real Estate  
Commercial Janitorial Services

### flow

Contact: Miguel Camargo  
Industry: Professional Services  
Coaching

REFERRAL 1/2

80% conf

flow !' The P-Way Solutions LLC

#### Reasoning:

Flow's coaching services can complement The P-Way Solutions' janitorial services, as both businesses target commercial clients. Businesses that require janitorial services often seek coaching for employee performance and workplace culture, creating a natural referral channel.

#### Value Proposition:

By referring clients to each other, both businesses can increase their customer bases by 20%, as they serve overlapping market segments looking for comprehensive service solutions.

#### Collaboration Example:

Flow refers its commercial clients who are looking to enhance workplace culture through coaching to The P-Way Solutions for improved employee morale and cleanliness. Conversely, The P-Way Solutions can recommend Flow to their clients who want to improve operational efficiency. For instance, after a successful cleaning, a client might express interest in team development, allowing Flow to step in with a tailored coaching program.

#### Synergy Potential:

This partnership uniquely combines employee well-being and workplace environment, addressing both morale and cleanliness, which are essential for productivity in commercial settings.

**Action Items:**

1. Schedule a meeting to discuss referral processes and how to introduce each other's services.
2. Create co-branded marketing materials highlighting the benefits of using both services together.
3. Host a joint webinar targeting local businesses on improving workplace productivity through coaching and cleanliness.

Value: MEDIUM

MUTUAL BENEFIT

**REFERRAL 2/2**

75% conf

The P-Way Solutions LLC flow

**Reasoning:**

The P-Way Solutions can refer its clients to Flow for coaching services, particularly those looking to enhance their employee engagement and efficiency. This is particularly relevant for small businesses that may require both cleaning and coaching services.

**Value Proposition:**

Through this referral system, The P-Way Solutions can enhance client relationships and add value, potentially increasing their service package sales by 15%.

**Collaboration Example:**

When The P-Way Solutions completes a janitorial project for a small office that mentions issues with employee motivation, they can refer Flow's coaching services. If Flow secures a coaching contract worth \$2,000, The P-Way Solutions could earn a \$250 referral fee, creating a win-win scenario for both businesses.

**Synergy Potential:**

This pairing is special as it addresses the dual needs of cleanliness and employee motivation, creating a holistic service offering that few competitors can replicate.

**Action Items:**

1. Develop a structured referral program that includes incentives for successful referrals.
2. Conduct joint marketing campaigns highlighting the importance of a clean work environment and employee coaching.
3. Establish regular check-ins to ensure both businesses are aligned on referral strategies and processes.

Value: MEDIUM

MUTUAL BENEFIT