

BUSINESS RELATIONSHIP ANALYSIS

Free Agents Inc!" Simple Creations By T

2 Relationships Identified

BUSINESS PROFILES

Free Agents Inc

Contact: James Higbe

Industry: Professional Services

Key people to solve your business issue

Simple Creations By T

Contact: Tiana Harris

Industry: Professional Services

Custom gifts, apparel and accessories

REFERRAL 1/2

70% conf

Free Agents Inc!" Simple Creations By T

Reasoning:

Both businesses target distinct but overlapping markets. Free Agents Inc focuses on companies with 5 to 250 employees, while Simple Creations By T targets individuals and organizations celebrating milestones. Free Agents can refer clients needing custom gifts for corporate events or employee recognition.

Value Proposition:

Free Agents can earn referral fees from Simple Creations on every client they refer, potentially generating a new revenue stream of \$500-\$1,500 monthly based on conversion rates.

Collaboration Example:

Free Agents Inc refers a client who is planning a corporate anniversary celebration. Simple Creations By T provides custom branded gifts for the event. For every referral, Free Agents earns a 10% commission on the \$1,000 order, resulting in a \$100 income while also enhancing their service offerings.

Synergy Potential:

This pairing is unique because Free Agents brings a business network that may not typically consider custom gifts, expanding Simple Creations' reach into corporate accounts.

Action Items:

1. Set up a referral agreement detailing commission structure.

2. Exchange marketing materials to better understand each other's offerings.
3. Schedule a joint networking event to introduce both businesses to potential clients.

Value: MEDIUM

MUTUAL BENEFIT

VENDOR 2/2

60% conf

Simple Creations By T | Free Agents Inc

Reasoning:

Simple Creations By T could provide personalized gifts for Free Agents Inc's clients, enhancing their service offering. This relationship allows Free Agents to provide added value to their clients through custom gifts.

Value Proposition:

Free Agents can enhance their consultancy services, leading to increased client retention and potentially higher fees for more comprehensive solutions that include gift offerings.

Collaboration Example:

When Free Agents Inc secures a new consulting contract with a mid-sized company, they include a package of custom gifts from Simple Creations for the client's employees as a welcome gift. This added service can justify a premium pricing structure for Free Agents, while Simple Creations receives a bulk order worth \$2,000.

Synergy Potential:

The combination of consultancy and custom gifting is unique; it allows Free Agents to differentiate their services while providing Simple Creations access to a new customer base that values personalized business solutions.

Action Items:

1. Negotiate a bulk pricing agreement for Free Agents to purchase gifts.
2. Collaborate on a joint marketing campaign targeting corporate clients.
3. Develop a catalog of offerings that Free Agents can present to clients.

Value: MEDIUM

MUTUAL BENEFIT