

# BUSINESS RELATIONSHIP ANALYSIS

## Big Rig Compliance Pros!" Genuines Coaching &

4 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.

#### Genuines Coaching & Consulting

Contact: Reden Dionisio

Industry: Technology

Coaching, Speaking, Training

### REFERRAL 1/4

75% conf

Genuines Coaching & Consulting!" Big Rig Compliance Pros

#### Reasoning:

Genuines Coaching & Consulting targets business owners and corporate executives, while Big Rig Compliance Pros serves owner/operators and small to medium fleet owners. Both businesses can refer clients to each other as they cater to overlapping segments of the transport and logistics industry.

#### Value Proposition:

By referring clients to each other, they can increase their customer base without directly competing, potentially adding 10-15 new clients for each business within the next quarter.

#### Collaboration Example:

Genuines Coaching could host a workshop on leadership and compliance for fleet owners, where they invite Sherika from Big Rig Compliance to speak about regulatory updates. Following the event, they could refer attendees who need compliance help to Big Rig Compliance, while Big Rig could share insights on improving fleet efficiency with Genuines' coaching clients.

#### Synergy Potential:

The unique synergy lies in their ability to cater to a niche market of business owners in the trucking industry, allowing them to combine coaching with compliance, thus offering a more comprehensive service package that few others provide.

**Action Items:**

1. Schedule a joint lunch meeting to discuss referral strategies and client needs.
2. Develop a co-branded workshop focused on compliance and efficiency for fleet management.
3. Create a shared referral program with incentives for both businesses.

Value: MEDIUM

MUTUAL BENEFIT

**COLLABORATION 2/4**

80% conf

Genuines Coaching & Consulting !' Big Rig Compliance Pros

**Reasoning:**

Both businesses can collaborate on events to create value for their mutual clients, with Genuines Coaching providing training and Big Rig Compliance offering compliance resources during the same events.

**Value Proposition:**

By jointly hosting a series of workshops, they can attract more participants, leading to increased revenue streams for both, potentially generating \$3,000 per workshop through ticket sales and sponsorships.

**Collaboration Example:**

Genuines Coaching could organize a quarterly seminar on 'Navigating Compliance in the Trucking Industry,' inviting Sherika to facilitate a session on compliance best practices. They could charge \$150 per attendee, expecting at least 30 attendees, splitting the revenue after covering costs.

**Synergy Potential:**

This partnership is unique as it combines training with regulatory compliance, thus addressing both operational and legal aspects of running a fleet, which is often overlooked by other consulting firms.

**Action Items:**

1. Outline the content and structure for the first seminar together.
2. Create a marketing plan to promote the seminar to their respective client bases.
3. Set up a registration platform to handle attendee sign-ups and payments.

Value: HIGH

MUTUAL BENEFIT

## Genuines Coaching &amp; Consulting !' Big Rig Compliance Pros

**Reasoning:**

Genuines Coaching & Consulting specializes in training and coaching, which can directly benefit Big Rig Compliance Pros and their clients by fostering better management practices and compliance awareness. This collaboration can enhance service offerings for both businesses.

**Value Proposition:**

By implementing tailored training sessions for Big Rig Compliance Pros' clients, Genuines Coaching could increase its client base by 20%, while Big Rig Compliance Pros could enhance their service value and potentially charge a premium for compliance awareness training.

**Collaboration Example:**

Genuines Coaching could organize a two-day workshop focused on compliance management for truck drivers and fleet owners, teaching them effective strategies to handle compliance requirements. Big Rig Compliance Pros would promote this workshop to their clients, and for every participant, both companies could split the \$200 registration fee, leading to an additional revenue stream.

**Synergy Potential:**

This partnership stands out because it combines compliance expertise with leadership training, creating a comprehensive solution for trucking businesses that need to navigate complex regulations while developing their management skills.

**Action Items:**

1. Schedule a meeting to discuss workshop content and logistics.
2. Create marketing materials highlighting the benefits of the workshop for Big Rig Compliance Pros' clients.
3. Set a timeline for registration and promotional efforts leading up to the workshop.

Value: MEDIUM

MUTUAL BENEFIT

## Big Rig Compliance Pros !' Genuines Coaching &amp; Consulting

**Reasoning:**

Big Rig Compliance Pros serves trucking businesses that may require coaching and leadership training, especially as they scale. Referring clients to Genuines Coaching aligns well with their needs, without overlapping services.

**Value Proposition:**

By referring clients to Genuines Coaching, Big Rig Compliance Pros could enhance their value proposition, leading to a potential 15% increase in client retention and additional revenue through referral fees.

**Collaboration Example:**

Big Rig Compliance Pros can create a referral program where they recommend Genuines Coaching's services to fleet owners seeking to improve leadership skills. For every client that engages with Genuines Coaching, Big Rig Compliance could earn a \$100 referral fee, incentivizing them to promote each other's offerings.

**Synergy Potential:**

This referral relationship uniquely positions both businesses to provide complementary services to a shared target market, enhancing client satisfaction and loyalty through holistic support.

**Action Items:**

- 1. Develop a structured referral program with clear incentives.
- 2. Train Big Rig Compliance Pros' staff on Genuines Coaching's offerings.
- 3. Launch a joint marketing campaign to promote the referral program.

Value: MEDIUM

MUTUAL BENEFIT

