

BUSINESS RELATIONSHIP ANALYSIS

Jamz Trainings!" Soulfitness Studio Health and

2 Relationships Identified

BUSINESS PROFILES

Jamz Trainings

Contact: James Robinson
Industry: Health & Wellness
Personal Training & Sports Massage Therapy

Soulfitness Studio Health and wellness center

Contact: janice curry
Industry: Health & Wellness
Health and wellness via health food fitness and wellness

REFERRAL 1/2

75% conf

Jamz Trainings!" Soulfitness Studio Health and wellness center

Reasoning:

Both businesses target health-conscious individuals, but with different specific focuses. Jamz Trainings primarily engages with recreational athletes while Soulfitness Studio emphasizes overall health and wellness. They can refer clients to each other without competing directly.

Value Proposition:

Increased client base for both businesses, enhancing customer retention and satisfaction.

Collaboration Example:

Jamz Trainings can refer clients looking for nutritional guidance or overall wellness programs to Soulfitness Studio. For instance, if a personal training client expresses interest in weight loss and dietary improvements, Jamz can send them to Soulfitness, resulting in a 20% commission for each referral. Conversely, Soulfitness can direct clients seeking specialized sports training or massage therapy to Jamz, creating a win-win scenario.

Synergy Potential:

This partnership uniquely combines sports-specific training with holistic health, appealing to a broader demographic of health-focused individuals in Jacksonville.

Action Items:

1. Create a referral agreement outlining commission percentages for clients referred between businesses.

2. Develop a shared marketing campaign highlighting the benefits of combining personal training with nutrition and wellness.
3. Schedule a joint networking event to introduce clients from both businesses, showcasing services and expertise.

Value: MEDIUM

MUTUAL BENEFIT

VENDOR 2/2

65% conf

Soulfitness Studio Health and wellness center !' Jamz Trainings

Reasoning:

Soulfitness Studio could benefit from Jamz Trainings' specialized personal training services. In turn, Jamz could utilize Soulfitness's health food and wellness resources to enhance client offerings.

Value Proposition:

Cost-effective access to specialized training resources and a broader service portfolio for both businesses.

Collaboration Example:

Soulfitness Studio can hire Jamz Trainings to provide a series of personal training workshops for its clients. For example, they might run a 'Fitness Bootcamp' where Jamz conducts a four-week program focusing on strength and conditioning, drawing in new clients and enhancing the studio's service offerings. Jamz could earn \$2,000 for conducting the workshops while Soulfitness sees an increase in membership and client engagement.

Synergy Potential:

This pairing uniquely integrates personal training expertise with a wellness center's comprehensive health approach, allowing them to attract a diverse clientele seeking a complete health transformation.

Action Items:

1. Draft a service contract for Jamz to provide training workshops at Soulfitness Studio.
2. Promote the bootcamp through social media and email newsletters to both client bases.
3. Evaluate the workshop outcomes, including client satisfaction and retention rates, to refine future offerings.

Value: HIGH

MUTUAL BENEFIT