

# BUSINESS RELATIONSHIP ANALYSIS

## The Collective Om!" The P-Way Solutions LLC

### 2 Relationships Identified

#### BUSINESS PROFILES

##### **The Collective Om**

Contact: Ashlyn Schwartz

Industry: Health & Wellness

Holistic health services for individuals and small teams

##### **The P-Way Solutions LLC**

Contact: Pervis Lowman

Industry: Real Estate

Commercial Janitorial Services

#### REFERRAL 1/2

70% conf

## The Collective Om!" The P-Way Solutions LLC

#### **Reasoning:**

Both businesses target small businesses, which positions them to refer clients to one another without any direct competition. The Collective Om can refer its small business clients who require janitorial services to The P-Way Solutions, while The P-Way Solutions can refer its clients looking for holistic health services.

#### **Value Proposition:**

This relationship could lead to an increase in client referrals, potentially generating \$10,000 annually for each business through new client acquisitions.

#### **Collaboration Example:**

The Collective Om can create a curated resource list for its clients that includes The P-Way Solutions as a preferred vendor for janitorial services. In return, The P-Way Solutions can include The Collective Om in their welcome packet for new clients, highlighting holistic health services as a way to enhance employee well-being.

#### **Synergy Potential:**

The Collective Om's focus on holistic health complements The P-Way Solutions' commercial services by promoting a healthy work environment, appealing to businesses looking to improve employee wellness.

#### **Action Items:**

1. Set up a meeting between Ashlyn and Pervis to discuss referral terms.

2. Create a co-branded flyer that outlines services and benefits for both companies.
3. Launch a referral program with incentives for both businesses upon successful client conversion.

Value: MEDIUM

MUTUAL BENEFIT

## REFERRAL 2/2

60% conf

The P-Way Solutions LLC / The Collective Om

### Reasoning:

The P-Way Solutions primarily targets small businesses that could benefit from holistic health services provided by The Collective Om. This makes them a suitable referral source for The Collective Om's target market.

### Value Proposition:

The P-Way Solutions can enhance its client offerings by recommending health and wellness programs, potentially leading to an additional \$5,000 in service referrals annually for The Collective Om.

### Collaboration Example:

The P-Way Solutions can include a monthly newsletter to its clients that features a 'Wellness Spotlight' section, promoting The Collective Om's services and offering a discount for first-time visitors. This can initiate new client relationships for The Collective Om.

### Synergy Potential:

This relationship leverages The P-Way Solutions' existing client base to promote health and wellness, aligning with modern business trends emphasizing employee health.

### Action Items:

1. Draft a monthly newsletter template that includes a section for wellness recommendations.
2. Coordinate a promotional discount for The Collective Om's services for P-Way clients.
3. Schedule a joint networking event to educate clients on the benefits of holistic health services.

Value: MEDIUM

MUTUAL BENEFIT