

# BUSINESS RELATIONSHIP ANALYSIS

## Jamz Trainings!" flow

2 Relationships Identified

### BUSINESS PROFILES

#### Jamz Trainings

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

#### flow

Contact: Miguel Camargo  
Industry: Professional Services  
Coaching

REFERRAL 1/2

80% conf

flow!" Jamz Trainings

#### Reasoning:

Both businesses cater to health-conscious individuals, though from different angles. Flow's coaching can greatly benefit Jamz Trainings' clients who are looking to enhance their performance and mental resilience.

#### Value Proposition:

Flow can refer clients to Jamz Trainings, expanding Jamz's client base significantly, while Jamz can refer clients to Flow for mental and motivational coaching, promoting a holistic approach to health.

#### Collaboration Example:

Flow can create a specialized coaching program for Jamz's clients focused on mindset and motivation in sports. For instance, during a monthly workshop at Jamz's facility, Flow could conduct a session on mental strategies for improving athletic performance, attracting 15-20 participants who would pay \$50 each. Flow earns \$750 and Jamz enhances their service offering, making it more attractive.

#### Synergy Potential:

This partnership is unique as it combines physical training with mental coaching, creating a comprehensive approach to athlete development that neither could achieve alone. The emphasis on mental strength in sports is a growing trend that can set both businesses apart.

**Action Items:**

1. Schedule a meeting to discuss cross-referral strategies.
2. Develop a co-branded workshop for athletes focusing on both physical and mental training.
3. Create marketing materials highlighting the combined benefits of both services.

Value: HIGH

MUTUAL BENEFIT

**REFERRAL 2/2**

75% conf

Jamz Trainings !' flow

**Reasoning:**

Jamz Trainings serves a target market that could greatly benefit from coaching services. They can refer clients who seek improvement in their sports performance and overall well-being to Flow.

**Value Proposition:**

Jamz can increase its service value by offering Flow's coaching services as an add-on, enhancing client retention and satisfaction while Flow gains new clients through Jamz's existing customer base.

**Collaboration Example:**

Jamz could implement a referral program where clients who sign up for personal training receive a discount on Flow's coaching sessions. For example, if a Jamz client spends \$600 on a training package, they could receive a \$100 coupon for Flow's services, thus driving new business for Flow while increasing client loyalty for Jamz.

**Synergy Potential:**

This partnership stands out by merging physical training with mental coaching, fostering a unique client experience that promotes comprehensive health and performance enhancement, thereby positioning both businesses as leaders in holistic athlete development.

**Action Items:**

1. Create a referral program with incentives for both businesses.
2. Design promotional materials that outline the benefits of combining training and coaching.
3. Host a joint event to launch the referral program, attracting potential clients from both markets.

Value: HIGH

MUTUAL BENEFIT