

# BUSINESS RELATIONSHIP ANALYSIS

## JPO Logistics LLC !” flow

1 Relationship Identified

### BUSINESS PROFILES

#### JPO Logistics LLC

Contact: Paulette Orr

Industry: Logistics

General freight services and dispatching service.

#### flow

Contact: Miguel Camargo

Industry: Professional Services

Coaching

### REFERRAL 1/1

70% conf

#### JPO Logistics LLC !” flow

##### Reasoning:

JPO Logistics LLC and flow can refer clients to each other based on their respective target markets. While JPO focuses on logistics for shippers and owner operators, flow could coach individuals in these industries on productivity and efficiency, leading to mutual client acquisition.

##### Value Proposition:

By referring clients to each other, both businesses could tap into a new customer base, potentially increasing revenue by 20-30% through shared clientele.

##### Collaboration Example:

JPO Logistics LLC could refer their owner operator clients to flow for coaching on optimizing logistics operations, while flow could suggest JPO to their clients in need of reliable freight services. For instance, if a client of flow is struggling to manage their logistics effectively, flow could directly connect them to JPO, facilitating a smooth transition and ensuring the client receives both freight and coaching support.

##### Synergy Potential:

The unique synergy lies in the fact that one business provides a service that enhances operational efficiency (flow's coaching) while the other offers the logistical backbone (JPO's freight services) necessary for the clients' success.

**Action Items:**

- 1. Establish a referral agreement outlining the specific benefits for each business.
- 2. Create a joint marketing piece that highlights the advantages of combined logistics and coaching services.
- 3. Set up a quarterly meeting to discuss referral metrics and client feedback for continuous improvement.

Value: MEDIUM

MUTUAL BENEFIT

