

# BUSINESS RELATIONSHIP ANALYSIS

Bluebird Health Partners!" Jamz Trainings

2 Relationships Identified

## BUSINESS PROFILES

### Bluebird Health Partners

Contact: Cary Hendricks  
Industry: Technology  
Healthcare Strategy Execution Consulting

### Jamz Trainings

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

REFERRAL 1/2

75% conf

Bluebird Health Partners!" Jamz Trainings

#### Reasoning:

Bluebird Health Partners focuses on healthcare strategy for solution providers, while Jamz Trainings targets recreational athletes. They can refer clients to each other as Bluebird may have clients seeking wellness services for their employees, and Jamz can refer clients who might need strategic consulting in healthcare.

#### Value Proposition:

By exchanging referrals, both businesses can expand their client base significantly, potentially increasing revenues by 15-20% per quarter.

#### Collaboration Example:

Bluebird Health Partners can introduce Jamz Trainings to their healthcare solution provider clients who are looking for employee wellness programs. Conversely, Jamz can refer clients who are health-conscious and may benefit from consulting services on healthcare solutions. For instance, if Bluebird identifies a healthcare startup needing wellness programs, they could refer them to Jamz for personal training services tailored to their employees.

#### Synergy Potential:

Both companies serve the health sector but from different angles; this creates a unique opportunity for cross-referrals that can significantly enhance their service offerings without overlap.

**Action Items:**

1. Schedule a meeting to discuss referral processes and client needs.
2. Create a referral tracking system to monitor leads exchanged.
3. Develop joint marketing materials highlighting the benefits of both services for shared clients.

Value: MEDIUM

MUTUAL BENEFIT

**REFERRAL 2/2**

70% conf

Jamz Trainings! Bluebird Health Partners

**Reasoning:**

Jamz Trainings can refer their clients who may have health concerns needing strategic consulting in healthcare, which aligns with Bluebird's services.

**Value Proposition:**

This referral system could help Jamz increase their client retention by 10% by providing additional resources for their clients while allowing Bluebird to gain access to a new audience.

**Collaboration Example:**

Jamz can host a workshop for their clients on the importance of health strategy in sports, where they invite Bluebird to present. Clients interested in improving their health strategy can then be referred directly to Bluebird for consulting services. For example, during a workshop, a Jamz client might express interest in optimizing their health plans, leading directly to a consultation with Bluebird.

**Synergy Potential:**

Jamz's focus on community engagement through training and wellness can effectively connect their clients with Bluebird's strategic insight, creating a holistic health approach.

**Action Items:**

1. Develop a list of client profiles that would benefit from Bluebird's services.
2. Plan a joint workshop to educate Jamz's clients about healthcare strategy.
3. Create a formalized referral agreement outlining the benefits for both parties.

Value: MEDIUM

MUTUAL BENEFIT