

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 execution consulting, which aligns with the wellness aspect of Jamz Trainings. Both target health-conscious individuals, and while they don't compete, they can refer clients to each other.

Value Proposition:

By referring clients, both businesses can increase their customer base, potentially adding 20% more clients through mutual referrals.

Collaboration Example:

Bluebird Health Partners can introduce Jamz Trainings in their healthcare strategy workshops where clients are looking to improve employee wellness. For example, if a healthcare startup is developing a new health program, Bluebird could recommend Jamz for personal training sessions, earning a referral fee for each client they send, while Jamz gains access to new clients.

Synergy Potential:

The unique synergy lies in their shared focus on health, allowing them to create a robust referral network that emphasizes the importance of physical wellness as part of overall healthcare strategy.

Action Items:

1. Set up a meeting between Cary and James to discuss referral terms.
2. Create a referral agreement that outlines commission for each referred client.
3. Develop joint marketing materials highlighting the benefits of combining healthcare strategy with personal training.

Value: MEDIUM

MUTUAL BENEFIT

VENDOR 2/2

60% conf

Jamz Trainings !' Bluebird Health Partners

Reasoning:

Jamz Trainings can provide wellness programs or personal training sessions that Bluebird Health Partners can offer as value-added services to their healthcare clients, enhancing their consulting offerings.

Value Proposition:

Bluebird can enhance their consulting packages with wellness solutions, potentially increasing project fees by 15% by offering comprehensive health solutions to their clients.

Collaboration Example:

In a consulting project for a healthcare provider, Bluebird Health Partners can include a package where Jamz provides a series of personal training sessions for the provider's staff. This could be marketed as a holistic approach to healthcare, with Bluebird charging a premium for this bundled service while Jamz gets paid for the training sessions.

Synergy Potential:

The pairing is unique as it combines strategic healthcare consulting with practical health solutions, making Bluebird's offerings more attractive to clients who are increasingly focused on holistic wellness.

Action Items:

1. Cary and James should brainstorm a list of potential wellness packages that could be marketed together.
2. Develop a pilot program where Jamz provides training for a selected client of Bluebird.
3. Create a joint marketing campaign to promote the new wellness consulting services.

Value: MEDIUM

MUTUAL BENEFIT