

# BUSINESS RELATIONSHIP ANALYSIS

C e l e b r a t e & S m i l e I n t e r n a t i o n a l S t e p p e r s ! " F r e

2 Relationships Identified

## BUSINESS PROFILES

### Celebrate & Smile International Steppers

Contact: Tiffany Barksdale  
Industry: Arts & Creative  
community/employee enhancement through art of dance

### Free Agents Inc

Contact: James Higbe  
Industry: Professional Services  
Key people to solve you business issue

## COLLABORATION 1/2

75% conf

C e l e b r a t e & S m i l e I n t e r n a t i o n a l S t e p p e r s ! F r e e A g e n t s I n c

#### Reasoning:

Celebrate & Smile International Steppers focuses on enhancing community and employee relations through dance, which aligns with Free Agents Inc's mission of solving business issues. By collaborating, they can create workshops that foster team building and employee morale.

#### Value Proposition:

This partnership could generate up to \$5,000 in revenue from workshops, while enhancing employee engagement and satisfaction for Free Agents' clients.

#### Collaboration Example:

Next week, Celebrate & Smile International Steppers could host a dance workshop for one of Free Agents Inc's corporate clients, where employees participate in team-building exercises through dance. This event would not only cost the corporate client around \$1,000 but also provide Celebrate & Smile with exposure to new clients, and elevate Free Agents' service offerings by adding a unique employee engagement solution.

#### Synergy Potential:

This partnership uniquely combines the artistic and creative approach of Celebrate & Smile with the strategic problem-solving focus of Free Agents, creating a distinctive employee engagement program that few companies offer.

### Action Items:

1. Schedule a meeting between Tiffany and James to brainstorm potential workshop themes.
2. Create a detailed proposal outlining the structure, pricing, and expected outcomes of the dance workshops.
3. Market the workshop package to Free Agents' existing client base to gauge interest.

Value: HIGH

MUTUAL BENEFIT

### REFERRAL 2/2

60% conf

Free Agents Inc! Celebrate & Smile International Steppers

### Reasoning:

Free Agents Inc serves companies looking to solve business issues, which often includes employee engagement and morale. They can refer clients to Celebrate & Smile for dance programs that enhance team dynamics.

### Value Proposition:

For every referral, Celebrate & Smile could pay Free Agents a commission, potentially leading to \$1,000 in additional revenue per month for Free Agents.

### Collaboration Example:

When Free Agents identifies a client struggling with employee satisfaction, they refer them to Celebrate & Smile International Steppers. For example, a tech firm client facing low morale could engage Celebrate & Smile for a series of dance classes, generating \$2,500 in revenue for Celebrate & Smile while Free Agents earns a \$250 commission.

### Synergy Potential:

The referral synergy lies in Free Agents' direct access to companies needing employee engagement solutions, making Celebrate & Smile an ideal partner to address this specific need.

### Action Items:

1. Develop a referral agreement outlining commission structures and processes.
2. Create marketing materials for Free Agents to share with potential clients about Celebrate & Smile's offerings.
3. Host a joint informational session for Free Agents' clients to introduce Celebrate & Smile's services.

Value: MEDIUM

MUTUAL BENEFIT