

BUSINESS RELATIONSHIP ANALYSIS

Free Agents Inc !” Organize Design Create

2 Relationships Identified

BUSINESS PROFILES

Free Agents Inc

Contact: James Higbe

Industry: Professional Services

Key people to solve you business issue

Organize Design Create

Contact: Victoria Price

Industry: Marketing & Design

Marketing for entrepreneurs, non-profits, and small businesses.

REFERRAL 1/2

75% conf

Free Agents Inc !” Organize Design Create

Reasoning:

Free Agents Inc focuses on solving business issues for companies with 5 to 250 employees, while Organize Design Create targets startups and established entrepreneurs. They serve similar customer segments without direct competition, making referrals beneficial for both.

Value Proposition:

Increased client base for both businesses by tapping into overlapping markets, potentially generating additional revenue of 10-20% from referrals.

Collaboration Example:

Free Agents Inc could refer their clients who are struggling with marketing to Organize Design Create for tailored marketing strategies. For instance, if a client is a small tech startup needing branding, Free Agents will introduce them to Victoria, who can then implement a targeted campaign to boost their visibility, leading to potential new contracts for both businesses.

Synergy Potential:

This pairing is unique because Free Agents can provide strategic business insights that help identify marketing needs, while Organize Design Create delivers the creative solutions, creating a seamless client experience.

Action Items:

1. Schedule a meeting between James and Victoria to discuss referral strategies.
2. Develop a referral agreement outlining terms and incentives for referred clients.
3. Create a joint marketing piece highlighting both services to distribute among their respective client bases.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Organize Design Create !' Free Agents Inc

Reasoning:

Organize Design Create can refer clients who need business consulting services to Free Agents Inc. Their target markets intersect, especially with startups needing foundational business help.

Value Proposition:

Organize Design Create can enhance their service offerings by directing clients to Free Agents, potentially increasing their service revenue by 15% through supplementary business consulting services.

Collaboration Example:

When Organize Design Create works with a non-profit looking to optimize its operations, they can refer them to Free Agents Inc for strategic advice. For instance, if a non-profit struggles with internal management, Victoria can connect them to James, who sets up a series of consulting sessions, resulting in improved operational efficiency and a stronger brand presence for the non-profit, benefiting both parties.

Synergy Potential:

This relationship stands out because Organize Design Create can elevate their service by providing comprehensive business solutions, allowing clients to receive both marketing and consulting support from trusted sources.

Action Items:

1. Draft a referral program that incentivizes Organize Design Create for successful client introductions.
2. Create a combined service package for startups that includes both marketing and business consulting.
3. Host a joint webinar targeting startups to introduce both services and highlight how they can work together.

Value: MEDIUM

MUTUAL BENEFIT