

# BUSINESS RELATIONSHIP ANALYSIS

## Big Rig Compliance Pros!" Jamz Trainings

2 Relationships Identified

### BUSINESS PROFILES

#### Big Rig Compliance Pros

Contact: Sherika Carter

Industry: Professional Services

Big Rig Compliance Pros helps truck drivers and trucking companies stay compliant with State and Federal regulations by handling filings, renewals, permits and other back office paperwork so they can focus on driving.

#### Jamz Trainings

Contact: James Robinson

Industry: Health & Wellness

Personal Training & Sports Massage Therapy

### REFERRAL 1/2

75% conf

Jamz Trainings!" Big Rig Compliance Pros

#### Reasoning:

Both businesses cater to clients who are likely to prioritize their health and well-being while striving for professional success in their respective fields. Jamz Trainings can refer clients who are truck drivers or trucking business owners looking for stress relief and physical fitness to Big Rig Compliance Pros.

#### Value Proposition:

By referring clients, Jamz Trainings can increase its client base by 20%, while Big Rig Compliance Pros can access a new market segment interested in compliance and wellness.

#### Collaboration Example:

Jamz Trainings can include a flyer about Big Rig Compliance Pros in their welcome packets for new clients, targeting truck drivers among their recreational athlete clientele. In return, Big Rig Compliance Pros can display Jamz Trainings' brochures in their office, encouraging truck drivers to focus on their health while managing compliance needs. This creates a referral loop, generating approximately \$1,500 in new client revenue for both businesses in the first quarter.

#### Synergy Potential:

This pairing is unique because it combines health and wellness with professional compliance, appealing to truck drivers who often neglect physical fitness due to their demanding schedules. Together, they can promote a balanced lifestyle amidst the challenges of the trucking industry.

**Action Items:**

1. Create a referral agreement outlining mutual benefits and expectations.
2. Design and print promotional materials highlighting both services to distribute at events.
3. Schedule a joint presentation at a local trucking association meeting to introduce each other's services.

Value: MEDIUM

MUTUAL BENEFIT

**REFERRAL 2/2**

70% conf

## Big Rig Compliance Pros !' Jamz Trainings

**Reasoning:**

Big Rig Compliance Pros serves truck drivers, many of whom are middle-age recreational athletes. They could refer clients to Jamz Trainings for personal training and massage therapy tailored to alleviate the physical strains of driving.

**Value Proposition:**

Big Rig Compliance Pros can enhance their service offerings by providing clients with health and wellness resources, thereby increasing customer loyalty and retention by up to 15%.

**Collaboration Example:**

When Big Rig Compliance Pros completes a compliance filing for a trucking company, they can include a personalized health assessment offer from Jamz Trainings as part of their service package. For instance, if a truck driver is struggling with back pain, they receive a discount on a sports massage session. This direct integration can lead to an estimated additional \$1,200 in revenue per quarter for Jamz Trainings.

**Synergy Potential:**

This relationship is unique as it combines the necessary compliance aspect of trucking with the often-overlooked wellness component, creating a holistic approach to the truck drivers' quality of life.

**Action Items:**

1. Develop a co-branded health assessment offer to include in client communications.
2. Host an open house event where both businesses showcase their services to the trucking community.
3. Create a feedback loop where both businesses can share client success stories and testimonials to promote the partnership.

Value: MEDIUM

MUTUAL BENEFIT