

# BUSINESS RELATIONSHIP ANALYSIS

## Jamz Trainings !” The Collective Om

2 Relationships Identified

### BUSINESS PROFILES

#### Jamz Trainings

Contact: James Robinson

Industry: Health & Wellness

Personal Training & Sports Massage Therapy

#### The Collective Om

Contact: Ashlyn Schwartz

Industry: Health & Wellness

Holistic health services for individuals and small teams

### REFERRAL 1/2

80% conf

#### The Collective Om !” Jamz Trainings

##### Reasoning:

Both businesses serve clients interested in health and wellness, but have different target demographics. The Collective Om focuses on holistic health for women, while Jamz Trainings targets middle-aged recreational athletes. By referring clients to each other, they can enhance customer satisfaction and build a stronger community.

##### Value Proposition:

Increased client base through referrals, leading to a potential 20% increase in monthly revenue for both businesses.

##### Collaboration Example:

The Collective Om could refer its clients who are looking for physical training to Jamz Trainings, especially those who want to complement their holistic health approach with physical fitness. In return, Jamz Trainings can refer its clients interested in holistic health services to The Collective Om, creating a seamless referral pipeline that each month generates at least 10 new clients for both.

##### Synergy Potential:

This pairing is unique because it combines holistic and physical health, addressing the complete wellness needs of clients, unlike generic partnerships that focus solely on one aspect of health.

##### Action Items:

1. Schedule a meeting between Ashlyn and James to discuss referral strategies.

2. Create a referral program where clients receive discounts for using the other business's services.
3. Develop joint marketing materials that highlight both businesses' services and benefits.

Value: HIGH

MUTUAL BENEFIT

## REFERRAL 2/2

80% conf

Jamz Trainings !' The Collective Om

### Reasoning:

Jamz Trainings targets recreational athletes who may also be interested in holistic health services. By referring clients who are seeking alternative health solutions to The Collective Om, Jamz can offer a more comprehensive service experience.

### Value Proposition:

Expanding the client network and providing additional service offerings to clients, potentially increasing revenue by 15% for Jamz.

### Collaboration Example:

Jamz Trainings can introduce a 'Wellness Month' where they provide their training clients with a one-time complimentary consultation at The Collective Om. This event can be promoted on social media, and both businesses could see a significant uptick in client engagement and bookings, with an estimated 15 new clients for The Collective Om over the month.

### Synergy Potential:

The unique combination of fitness and holistic health services allows both businesses to cater to clients' diverse wellness needs, creating a community that values a multifaceted approach to health.

### Action Items:

1. Develop a 'Wellness Month' promotional plan to introduce clients to holistic services.
2. Create an online content series discussing the benefits of combining fitness with holistic health.
3. Initiate a joint email campaign targeting both businesses' client lists to promote the referral program.

Value: HIGH

MUTUAL BENEFIT