

# BUSINESS RELATIONSHIP ANALYSIS

## Genuines Coaching & Consulting !" JPO Logistics

4 Relationships Identified

### BUSINESS PROFILES

#### Genuines Coaching & Consulting

Contact: Reden Dionisio

Industry: Technology

Coaching, Speaking, Training

#### JPO Logistics LLC

Contact: Paulette Orr

Industry: Logistics

General freight services and dispatching service.

### REFERRAL 1/4

80% conf

#### JPO Logistics LLC !" Genuines Coaching & Consulting

##### Reasoning:

Both businesses target professional clientele, albeit in different sectors. JPO Logistics serves shippers and owner-operators, while Genuines Coaching focuses on business owners and corporate executives. They can refer clients to each other without competing directly.

##### Value Proposition:

By referring clients to each other, both businesses can expand their client base and improve their service offerings, potentially increasing revenue by 10-15%.

##### Collaboration Example:

JPO Logistics can refer business owners who require logistics support to Genuines Coaching for leadership training. For instance, JPO has a shipper client who is scaling their operations; they could introduce them to Genuines for strategic development, leading to a consulting contract worth \$5,000.

##### Synergy Potential:

This partnership uniquely combines logistics insight with leadership development, enabling both companies to enhance their client relationships by providing comprehensive support.

##### Action Items:

1. Schedule a meeting between Paulette and Reden to discuss referral terms.

2. Create a referral agreement detailing commission rates for each referral made.
3. Develop co-branded marketing materials to promote the referral partnership.

Value: MEDIUM

MUTUAL BENEFIT

## COLLABORATION 2/4

70% conf

Genuines Coaching & Consulting !' JPO Logistics LLC

### Reasoning:

Genuines Coaching could collaborate with JPO Logistics to offer specialized training programs that enhance logistics management skills for executives. Both businesses can leverage their expertise to create a value-added service.

### Value Proposition:

This collaboration could generate additional revenue through workshops and training sessions, potentially bringing in \$10,000 per session with 5 sessions planned over the next year.

### Collaboration Example:

Genuines Coaching designs a series of workshops focused on effective supply chain management for JPO Logistics' clients. For instance, they host a two-day training event where logistics managers learn advanced dispatching strategies, which JPO promotes, generating a shared revenue of \$20,000.

### Synergy Potential:

The unique pairing of logistics operations with executive coaching creates a powerful platform for business improvement that neither could achieve alone, enhancing both client engagement and service offerings.

### Action Items:

1. Develop a joint workshop schedule and outline curriculum focused on logistics and dispatching.
2. Identify key clients from JPO who would benefit from these workshops for targeted marketing.
3. Launch a promotional campaign to announce the workshops, utilizing both companies' networks.

Value: HIGH

MUTUAL BENEFIT

## COLLABORATION 3/4

80% conf

JPO Logistics LLC !' Genuines Coaching & Consulting

### Reasoning:

JPO Logistics could benefit from enhanced leadership training provided by Genuines Coaching & Consulting to improve operational efficiency. Conversely, Genuines could use real-world logistics case studies in their training sessions, enhancing their curriculum with practical examples.

### Value Proposition:

By integrating leadership coaching into JPO's operations, they could see a 15% increase in productivity, potentially translating to an additional \$100,000 in revenue annually. Genuines can market their training with case studies from a

growing logistics company, enhancing their brand credibility.

### Collaboration Example:

JPO Logistics schedules a quarterly workshop with Genuines Coaching to train their management team in effective leadership and communication strategies. During the workshop, Genuines incorporates a live simulation involving JPO's logistics challenges, which allows participants to practice new skills in real-time. By the end of the session, JPO's management reports increased confidence in decision-making and a plan to implement learned strategies within the next month.

### Synergy Potential:

The combination of logistics and leadership training creates a unique opportunity where practical, industry-specific challenges can be addressed through tailored coaching. This pairing is special because it not only improves JPO's operational capabilities but also gives Genuines a direct case study in a complex field.

### Action Items:

1. Schedule an initial meeting to discuss specific training needs and logistics challenges.
2. Develop a tailored workshop plan that includes JPO's real-world scenarios for training.
3. Set measurable goals and outcomes for the workshop to assess its impact on JPO's operations.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 4/4

70% conf

Genuines Coaching & Consulting !' JPO Logistics LLC

### Reasoning:

Genuines Coaching targets C-suite executives and small business owners, which may include clients who need logistics services. Establishing a referral program could lead to mutual client acquisition without direct competition.

### Value Proposition:

By referring clients to JPO Logistics, Genuines can earn a referral fee, while JPO gains access to high-value clients. For instance, if Genuines refers 5 clients per quarter with an average shipment value of \$10,000, JPO could see an additional \$50,000 in revenue.

### Collaboration Example:

Genuines Coaching identifies a client needing logistical support for a new product launch. They refer this client to JPO Logistics, who successfully manages the logistics, allowing the client to focus on marketing. JPO pays Genuines a referral fee of 5% of the contract value, creating a win-win situation for both businesses.

### Synergy Potential:

This relationship is unique because Genuines can provide JPO with clients who are already inclined to invest in their operations, creating a seamless transition from coaching to logistics services, enhancing client satisfaction.

### Action Items:

1. Draft a formal referral agreement outlining terms for commission and responsibilities.
2. Create a list of potential clients within Genuines' network that might need logistics services.
3. Set up a quarterly review to assess the success of referrals and adjust strategies accordingly.

Value: MEDIUM

MUTUAL BENEFIT