

BUSINESS RELATIONSHIP ANALYSIS

Aspirations Behavioral Health Inc. !” JPO Logi

2 Relationships Identified

BUSINESS PROFILES

Aspirations Behavioral Health Inc.

Contact: Kristian Wilson

Industry: Health & Wellness

Telahealth mental health counseling

JPO Logistics LLC

Contact: Paulette Orr

Industry: Logistics

General freight services and dispatching service.

REFERRAL 1/2

75% conf

JPO Logistics LLC !’ Aspirations Behavioral Health Inc.

Reasoning:

JPO Logistics serves shippers and owner-operators who may also need mental health support, especially in high-stress logistics roles. Aspirations Behavioral Health can offer specialized mental health services to JPO's clients, thus creating a strong referral network.

Value Proposition:

By referring clients, JPO can enhance its service offerings, leading to increased customer loyalty, which could result in a 20% increase in repeat business.

Collaboration Example:

JPO Logistics could send out a monthly newsletter featuring mental health resources provided by Aspirations. For example, a truck driver facing stress from long hauls could receive a link to a free initial consultation, helping to improve their mental well-being while increasing JPO's value proposition to its clients.

Synergy Potential:

The unique synergy lies in the high-stress nature of logistics work, making mental health support a critical need. This partnership not only addresses a significant issue but also positions both companies as holistic service providers in their respective fields.

Action Items:

1. Schedule a meeting between JPO Logistics and Aspirations to discuss referral terms.
2. Develop a co-branded flyer to include in JPO's client communications outlining mental health resources.
3. Create a feedback loop to measure the effectiveness of referrals in improving customer satisfaction.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Aspirations Behavioral Health Inc. !' JPO Logistics LLC

Reasoning:

Aspirations Behavioral Health serves individuals who may require physical goods or services, including logistics services for transporting wellness products or supplies. They can refer clients who need logistics support for their mental health initiatives.

Value Proposition:

By referring clients who require logistics for wellness products, Aspirations can earn a commission while ensuring their clients receive reliable transportation services, potentially increasing their service value by 15%.

Collaboration Example:

Aspirations could identify clients needing assistance in shipping wellness products like supplements and recommend JPO Logistics for reliable freight services. For example, if a client wants to distribute holistic health products, they can be directly introduced to JPO's dispatch services, ensuring a seamless process for both parties.

Synergy Potential:

This partnership is unique because it integrates logistics with the growing wellness market, allowing both businesses to tap into the expanding demand for health-focused products while enhancing customer service.

Action Items:

1. Develop a referral agreement where Aspirations receives a commission for each client referred to JPO.
2. Create a joint marketing campaign that highlights the partnership and its benefits.
3. Host a webinar on the importance of logistics in health and wellness, inviting clients from both businesses.

Value: MEDIUM

MUTUAL BENEFIT