

# BUSINESS RELATIONSHIP ANALYSIS

## Big Rig Compliance Pros!" Celebrate & Smile International Steppers

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.

#### Celebrate & Smile International Steppers

Contact: Tiffany Barksdale

Industry: Arts & Creative

community/employee enhancement through art of dance

### REFERRAL 1/2

70% conf

## Celebrate & Smile International Steppers!" Big Rig Compliance Pros

#### Reasoning:

Celebrate & Smile International Steppers focuses on enhancing employee relations through dance, which could appeal to the employees of companies that Big Rig Compliance Pros serves. They both target businesses aiming to improve workplace culture and employee satisfaction, allowing for mutual referrals.

#### Value Proposition:

Increased client acquisition for both businesses, potentially leading to a 15-20% increase in new clientele through cross-referrals.

#### Collaboration Example:

Tiffany from Celebrate & Smile provides a complimentary dance workshop for Big Rig Compliance's clients during a compliance seminar. This engaging session enhances employee morale, while Sherika promotes the workshop to her clients as a value-add, leading to increased attendance and satisfaction at the seminar.

#### Synergy Potential:

The unique pairing lies in combining compliance with employee engagement; while Big Rig Compliance ensures drivers are compliant, Celebrate & Smile enhances their well-being, creating a holistic approach to workforce satisfaction.

**Action Items:**

1. Set up an introductory meeting between Tiffany and Sherika to discuss referral strategies.
2. Create a referral program where Celebrate & Smile offers discounts for clients referred by Big Rig Compliance.
3. Plan a joint marketing campaign targeting trucking companies focusing on employee engagement.

Value: MEDIUM

MUTUAL BENEFIT

**REFERRAL 2/2**

75% conf

Big Rig Compliance Pros!' Celebrate & Smile International Steppers

**Reasoning:**

Big Rig Compliance Pros serves small to medium fleet owners who could benefit from improved employee relations. By referring clients to Celebrate & Smile, they can enhance their clients' workplace culture, which is a selling point for compliance services.

**Value Proposition:**

Big Rig Compliance can enhance their service offerings, potentially increasing client retention by 15% as clients appreciate the added value of employee engagement workshops.

**Collaboration Example:**

Sherika recommends Celebrate & Smile to a trucking company seeking to boost employee morale. The trucking company organizes a dance workshop, which leads to improved team dynamics, and in turn, clients perceive their compliance standards to be elevated due to happier, more engaged employees.

**Synergy Potential:**

This pairing is unique as it fuses compliance with employee engagement, allowing Big Rig Compliance to differentiate itself in a competitive market by promoting a more holistic approach to workforce management.

**Action Items:**

1. Develop a brochure highlighting the benefits of employee workshops and distribute it to Big Rig Compliance's clients.
2. Host a joint webinar where both Tiffany and Sherika present the importance of compliance and employee engagement.
3. Gather testimonials from clients who have benefitted from both services to use in marketing materials.

Value: MEDIUM

MUTUAL BENEFIT