

# BUSINESS RELATIONSHIP ANALYSIS

Aspirations Behavioral Health Inc.!" Jamz Trainings!

2 Relationships Identified

## BUSINESS PROFILES

### Aspirations Behavioral Health Inc.

Contact: Kristian Wilson  
Industry: Health & Wellness  
Telahealth mental health counseling

### Jamz Trainings

Contact: James Robinson  
Industry: Health & Wellness  
Personal Training & Sports Massage Therapy

## REFERRAL 1/2

80% conf

Jamz Trainings!" Aspirations Behavioral Health Inc.

### Reasoning:

Both Jamz Trainings and Aspirations Behavioral Health Inc. target health-conscious individuals, albeit from different angles. Personal training clients may also benefit from mental health services, creating a strong referral opportunity.

### Value Proposition:

By referring clients to each other, both businesses can tap into a shared customer base, potentially increasing client acquisitions by 20% for both parties.

### Collaboration Example:

Jamz Trainings could provide a flyer about Aspirations Behavioral Health's services in their training sessions, while Aspirations could include referral cards for Jamz Trainings in their follow-up emails to clients. For example, a client struggling with motivation in their fitness journey might receive a referral to Jamz after a counseling session, resulting in a direct transformation in both their physical and mental health.

### Synergy Potential:

This partnership uniquely combines physical wellness with mental health, offering a holistic approach that enhances client satisfaction and retention for both businesses.

### Action Items:

1. Schedule a meeting between James and Kristian to discuss referral processes and mutual client needs.

2. Create and print co-branded referral cards to distribute at each business.
3. Develop a combined wellness workshop that includes both personal training and mental health tips to be held quarterly.

Value: HIGH

MUTUAL BENEFIT

## REFERRAL 2/2

75% conf

Aspirations Behavioral Health Inc. / Jamz Trainings

### Reasoning:

Aspirations Behavioral Health can refer clients who may benefit from physical activity as part of their mental health improvement plan. This can lead to a significant increase in client engagement and adherence to wellness goals.

### Value Proposition:

Aspirations can enhance the effectiveness of their mental health programs by providing clients with physical activity options through Jamz Trainings, potentially increasing retention rates by 15%.

### Collaboration Example:

Aspirations Behavioral Health could include Jamz Trainings in their client welcome package, suggesting personalized fitness plans directly related to their mental health goals. For instance, a client dealing with anxiety may be referred to Jamz for a custom training program that incorporates stress-reduction techniques, leading to improved outcomes for both businesses.

### Synergy Potential:

This pairing stands out as it merges the realms of physical and mental health, creating a comprehensive support system for clients that few other partnerships in the area might offer.

### Action Items:

1. Develop a training program outline that includes mental health benefits to present to Jamz Trainings.
2. Host a joint information session where both businesses can explain their services and how they complement each other.
3. Create a shared online resource that outlines both physical and mental wellness strategies for clients.

Value: MEDIUM

MUTUAL BENEFIT