

BUSINESS RELATIONSHIP ANALYSIS

Big Rig Compliance Pros !” Bluebird Health P

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.

Bluebird Health Partners

Contact: Cary Hendricks

Industry: Technology

Healthcare Strategy Execution Consulting

REFERRAL 1/2

75% conf

Bluebird Health Partners !’ Big Rig Compliance Pros

Reasoning:

Bluebird Health Partners focuses on healthcare solution providers, while Big Rig Compliance Pros serves trucking companies. They can refer clients to each other since trucking companies often require healthcare solutions for driver compliance, creating a referral network that benefits both.

Value Proposition:

By establishing a referral agreement, both businesses can potentially increase their client base by 20%, capturing a market that intersects but is not directly competitive.

Collaboration Example:

Bluebird Health Partners can refer trucking companies needing healthcare solutions for their drivers to Big Rig Compliance Pros. For instance, when a client approaches Bluebird for healthcare compliance, they can seamlessly direct them to Big Rig, ensuring the trucking company handles compliance paperwork while Bluebird focuses on healthcare strategies. This referral could lead to an ongoing partnership where both share client success stories in their marketing materials.

Synergy Potential:

This pairing is unique because while both companies serve different sectors, they can address the shared needs of health compliance in the trucking industry, creating a niche referral network.

Action Items:

1. Draft a referral agreement outlining terms and benefits for both businesses.
2. Set up a joint meeting to discuss potential client profiles and referral processes.
3. Create co-branded marketing materials highlighting the partnership to attract new clients.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 2/2

60% conf

Big Rig Compliance Pros!' Bluebird Health Partners

Reasoning:

Big Rig Compliance Pros can identify trucking companies that require healthcare solutions for their drivers, thus referring them to Bluebird Health Partners. This creates a mutually beneficial referral relationship.

Value Proposition:

Big Rig Compliance Pros can enhance their service offering and strengthen client relationships by providing additional healthcare options, potentially increasing service retention by 15%.

Collaboration Example:

When Big Rig Compliance Pros assists a trucking company with compliance, they can identify the need for health programs for drivers and refer them to Bluebird Health Partners. For instance, if a client mentions struggles with driver health management, Big Rig can recommend Bluebird's services, enhancing their value proposition and potentially leading to a commission for each successful referral.

Synergy Potential:

This collaboration is special because it connects compliance in trucking with health strategy, making both services more appealing to clients who value comprehensive support.

Action Items:

1. Establish a commission structure for referrals between the two businesses.
2. Organize a workshop to educate each other's teams about their services and client needs.
3. Regularly review and optimize the referral process to ensure mutual benefits.

Value: MEDIUM

MUTUAL BENEFIT