

BUSINESS RELATIONSHIP ANALYSIS

Soulfitness Studio Health and wellness center

2 Relationships Identified

BUSINESS PROFILES

Soulfitness Studio Health and wellness center

Contact: janice curry

Industry: Health & Wellness

Health and wellness via health food fitness and wellness

flow

Contact: Miguel Camargo

Industry: Professional Services

Coaching

REFERRAL 1/2

75% conf

flow !' Soulfitness Studio Health and wellness center

Reasoning:

Both businesses target individuals focused on health and wellness, although from different angles. Flow's coaching services can complement Soulfitness Studio's offerings by providing clients with mental and motivational support in their fitness journeys.

Value Proposition:

Flow can gain access to Soulfitness's client base, potentially increasing coaching sessions by 20%. Soulfitness can enhance their service offerings, making them more appealing to clients looking for holistic health solutions.

Collaboration Example:

Flow could provide a free introductory coaching session to Soulfitness members each month. For instance, during a 'Wellness Weekend' event at the studio, Miguel hosts a 30-minute session on mental resilience, attracting 15 participants. If 3 of those individuals sign up for Flow's coaching, that leads to \$600 in revenue for Miguel.

Synergy Potential:

This partnership uniquely combines physical wellness and mental coaching, creating a comprehensive health solution that neither business could offer alone. The collaboration strengthens both brands in the health community.

Action Items:

1. Set up a meeting between Miguel and Janice to discuss referral incentives.

2. Create a promotional flyer highlighting the benefits of coaching services to be distributed at Soulfitness.
3. Plan the 'Wellness Weekend' event to kick off the collaboration, including logistics and marketing.

Value: MEDIUM

MUTUAL BENEFIT

VENDOR 2/2

60% conf

Soulfitness Studio Health and wellness center !' flow

Reasoning:

Soulfitness could hire Flow to enhance their team's performance and motivation, aiding in the development of their staff. This relationship is beneficial as Soulfitness is seeking employees and can use coaching to improve internal culture.

Value Proposition:

Soulfitness could see a 15% increase in employee productivity and client satisfaction by integrating coaching sessions, leading to improved retention and potentially \$5,000 in additional revenue per month.

Collaboration Example:

Janice could arrange for Flow to conduct a workshop for her staff on customer engagement strategies. This workshop, held next week, would involve practical role-playing and feedback sessions with 10 employees, resulting in more effective client interactions and a 10% increase in membership sign-ups over the next quarter.

Synergy Potential:

The collaboration between coaching and wellness creates a holistic approach to employee development, making Soulfitness a more attractive employer while enhancing Flow's reputation within the health and wellness industry.

Action Items:

1. Draft a proposal for a monthly coaching workshop series tailored to Soulfitness's needs.
2. Schedule a trial workshop with the Soulfitness team for next week.
3. Determine pricing options for ongoing coaching services for Soulfitness employees.

Value: MEDIUM

MUTUAL BENEFIT