

# BUSINESS RELATIONSHIP ANALYSIS

## Relax Relate & Release !” flow

2 Relationships Identified

### BUSINESS PROFILES

#### Relax Relate & Release

Contact: Hazel Lee

Industry: Health & Wellness

Massage Therapy

#### flow

Contact: Miguel Camargo

Industry: Professional Services

Coaching

### REFERRAL 1/2

75% conf

flow !” Relax Relate & Release

#### Reasoning:

Both businesses cater to wellness and self-improvement, with flow focusing on coaching and Relax Relate & Release on massage therapy. They can refer clients to each other, enhancing customer satisfaction without competing.

#### Value Proposition:

By referring clients, flow could see an increased client base by 20%, while Relax Relate & Release could gain access to a segment seeking both coaching and massage services.

#### Collaboration Example:

Miguel at flow can provide coaching sessions to veterans who frequent Relax Relate & Release for massage therapy, creating a referral program where veterans receive a discount on coaching after their massage session. For every client flow brings to Relax, Hazel could offer a small commission or discounted services to Miguel, fostering a steady stream of referrals.

#### Synergy Potential:

This partnership uniquely targets veterans in Jacksonville, combining mental wellness with physical relaxation, which is particularly beneficial for this demographic.

#### Action Items:

1. Develop a referral agreement outlining commission structures and discount offers.

2. Create promotional materials that highlight the combined services for veterans.
3. Host a joint open house event to introduce both services to the community.

Value: MEDIUM

MUTUAL BENEFIT

## REFERRAL 2/2

70% conf

Relax Relate & Release !' flow

### Reasoning:

Relax Relate & Release serves veterans who may benefit from coaching services, especially for mental health and life transitions. Referring clients for coaching can enhance their overall wellness.

### Value Proposition:

Relax Relate & Release could see a boost in client retention as they provide additional wellness options, while flow could acquire new clients from the veteran community, potentially increasing revenue by 15%.

### Collaboration Example:

Hazel can introduce a special promotion for veteran clients, where every massage session includes a voucher for a free initial coaching session with Miguel. This could be advertised in-store and on social media, presenting a holistic approach to veteran care.

### Synergy Potential:

By focusing on veterans, both businesses can create a supportive community that addresses both mental and physical health in a way that few other partnerships could.

### Action Items:

1. Draft a referral strategy that includes tracking referrals and client feedback.
2. Design promotional content that highlights the benefits of combining massage therapy with coaching.
3. Schedule monthly check-ins to discuss referral outcomes and adjust the strategy as needed.

Value: MEDIUM

MUTUAL BENEFIT