

# BUSINESS RELATIONSHIP ANALYSIS

Connections to the Nations LLC!" Noseniorleftbehindfl.org

2 Relationships Identified

## BUSINESS PROFILES

### Connections to the Nations LLC

Contact: Arlene Ortiz  
Industry: Professional Services  
Community Fair and Culture

### Noseniorleftbehindfl.org

Contact: Wanda K Jackson  
Industry: Professional Services  
Assessments for 55 and older in need of a service to help maintain independence.

## COLLABORATION 1/2

85% conf

Noseniorleftbehindfl.org!" Connections to the Nations LLC

### Reasoning:

Noseniorleftbehindfl.org could leverage the community fairs organized by Connections to the Nations LLC as a platform to reach seniors in need of their services. In return, Connections to the Nations would benefit from the expertise of Noseniorleftbehindfl.org in serving the senior community, enhancing their fair's offerings.

### Value Proposition:

By collaborating, both businesses can attract more visitors to the community fair, potentially increasing attendance by 20%, which translates to greater visibility and revenue for both.

### Collaboration Example:

During the next community fair, Noseniorleftbehindfl.org sets up a booth offering free assessments for seniors, while Connections to the Nations promotes these services through their marketing efforts. In exchange, Noseniorleftbehindfl.org helps organize a seminar on senior independence, attracting local businesses interested in supporting this demographic. They could share the booth costs evenly and expect to draw at least 100 seniors, leading to follow-up services for Noseniorleftbehindfl.org.

### Synergy Potential:

This partnership uniquely combines Noseniorleftbehindfl.org's specialized knowledge of senior needs with Connections to the Nations' community engagement experience, creating a stronger appeal to both seniors and local businesses.

**Action Items:**

1. Schedule a planning meeting between Wanda and Arlene to discuss the upcoming fair logistics.
2. Develop joint marketing materials highlighting the services for seniors at the community fair.
3. Identify local businesses that could sponsor or contribute to the fair, leveraging the partnership for mutual promotion.

Value: HIGH

MUTUAL BENEFIT

**REFERRAL 2/2**

70% conf

Connections to the Nations LLC | Noseniorleftbehindfl.org

**Reasoning:**

Connections to the Nations LLC serves businesses that may have employees or clients who are seniors in need of assistance. They can refer these individuals to Noseniorleftbehindfl.org for assessments and services, enhancing value for their business clients.

**Value Proposition:**

This referral relationship could result in Noseniorleftbehindfl.org gaining 10 new clients per month, translating to an additional \$2,500 in revenue, while Connections to the Nations enhances its service offerings.

**Collaboration Example:**

Connections to the Nations LLC could include Noseniorleftbehindfl.org's services in their business newsletters, targeting companies with senior employees. For instance, if a local bank has aging clients, they can refer them to the assessment services, generating leads for Noseniorleftbehindfl.org while adding value to the bank's customer service.

**Synergy Potential:**

This relationship leverages Connections to the Nations' existing business network to provide targeted referrals to Noseniorleftbehindfl.org, creating a win-win scenario that enhances both businesses' reputations and service offerings.

**Action Items:**

1. Create a referral agreement outlining the terms and potential commission for referrals.
2. Develop a presentation for Connections to the Nations LLC to share with their business clients explaining the benefits of Noseniorleftbehindfl.org's services.
3. Set up a dedicated referral phone line or email for businesses to easily connect seniors with Noseniorleftbehindfl.org.

Value: MEDIUM

MUTUAL BENEFIT