

BUSINESS RELATIONSHIP ANALYSIS

Celebrate & Smile International Steppers !” JPO

2 Relationships Identified

BUSINESS PROFILES

Celebrate & Smile International Steppers

Contact: Tiffany Barksdale

Industry: Arts & Creative

community/employee enhancement through art of dance

JPO Logistics LLC

Contact: Paulette Orr

Industry: Logistics

General freight services and dispatching service.

REFERRAL 1/2

75% conf

JPO Logistics LLC !' Celebrate & Smile International Steppers

Reasoning:

JPO Logistics services shippers and owner operators, while Celebrate & Smile targets companies looking to enhance employee relations. They can refer clients to each other since businesses needing logistics might also seek employee engagement services.

Value Proposition:

Both businesses could see an increase in client base; JPO Logistics could gain access to companies seeking logistics solutions, and Celebrate & Smile could reach out to shipping companies looking to improve company culture.

Collaboration Example:

When JPO Logistics acquires a new shipping client, they can recommend Celebrate & Smile's dance programs for team-building events. For instance, if a shipping company hires JPO for a large project, JPO can suggest a dance workshop hosted by Celebrate & Smile during a team retreat, enhancing the client's employee morale while generating a referral fee for JPO.

Synergy Potential:

This pairing is unique because JPO Logistics works with a diverse range of businesses, which opens multiple avenues for Celebrate & Smile to provide their services, enhancing workplace culture in industries often focused solely on logistics.

Action Items:

1. Schedule a meeting between Paulette and Tiffany to discuss referral opportunities.
2. Create a referral agreement outlining benefits and compensation for each successful lead.
3. Develop a joint marketing flyer highlighting the benefits of logistics and employee engagement for companies.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Celebrate & Smile International Steppers !' JPO Logistics LLC

Reasoning:

Celebrate & Smile works with companies that may require logistics solutions for events or employee engagement activities. They can refer clients to JPO Logistics for their freight needs.

Value Proposition:

Celebrate & Smile can enhance their service offerings by providing logistics solutions for events, while JPO Logistics can benefit from new clients referred through Celebrate & Smile's network.

Collaboration Example:

If Celebrate & Smile is organizing a large dance event for a corporate client, they can reach out to JPO Logistics to handle the transportation of equipment and materials. In return for the referral, JPO could provide a discounted rate, making it appealing for Celebrate & Smile to promote JPO's services to their clients.

Synergy Potential:

The unique synergy comes from the intersection of arts and logistics; JPO can help Celebrate & Smile's clients with freight needs while also improving logistics visibility for companies that prioritize employee enrichment through events.

Action Items:

1. Arrange an introductory call between Tiffany and Paulette to explore mutual referrals.
2. Draft a referral program that outlines benefits for Celebrate & Smile's clients who use JPO's services.
3. Create a case study showcasing a past event where logistics played a crucial role, to be shared with both client bases.

Value: MEDIUM

MUTUAL BENEFIT