

BUSINESS RELATIONSHIP ANALYSIS

Jamz Trainings!" The P-Way Solutions LLC

2 Relationships Identified

BUSINESS PROFILES

Jamz Trainings

Contact: James Robinson

Industry: Health & Wellness

Personal Training & Sports Massage Therapy

The P-Way Solutions LLC

Contact: Pervis lowman

Industry: Real Estate

Commercial Janitorial Services

REFERRAL 1/2

80% conf

Jamz Trainings!" The P-Way Solutions LLC

Reasoning:

Jamz Trainings targets middle-age recreational athletes who may also be small business owners or work with professionals in commercial sectors. The P-Way Solutions LLC serves businesses that could benefit from health and wellness resources, potentially referring their clients to Jamz Trainings for personal training and sports massage therapy.

Value Proposition:

By referring clients between the two businesses, both can increase their customer base, leading to an estimated revenue increase of 20% for each business as they tap into each other's networks.

Collaboration Example:

The P-Way Solutions LLC could include a brochure for Jamz Trainings in their janitorial service contracts, offering their clients a discount on personal training sessions. In return, Jamz can provide P-Way clients with a free introductory session, creating a win-win that enhances the value of both services. This could lead to 15 new clients for Jamz within a month.

Synergy Potential:

Both businesses cater to a demographic that values health and professional services, making it a unique fit where referrals can seamlessly enhance customer experience across sectors.

Action Items:

1. Schedule a meeting to discuss mutual referral programs.
2. Create marketing materials that highlight the referral benefits for both businesses.
3. Establish a tracking system to monitor referral success and adjust strategies accordingly.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

The P-Way Solutions LLC !' Jamz Trainings

Reasoning:

The P-Way Solutions LLC serves a variety of small businesses that often require personal health services for their employees. By referring their clients to Jamz Trainings, they can enhance client satisfaction and retention.

Value Proposition:

Both businesses can leverage referrals to create an estimated 15% increase in monthly revenue by cross-promoting services to clients who may need wellness services.

Collaboration Example:

P-Way Solutions can offer a package deal to their commercial clients that includes a janitorial service contract along with discounted personal training sessions from Jamz Trainings. This could attract small businesses looking for a full package of services, resulting in additional revenue streams for both companies.

Synergy Potential:

This partnership stands out because it links physical wellbeing directly with business operations, creating a holistic approach to client service that few competitors offer.

Action Items:

1. Develop a joint marketing campaign focusing on employee wellness and cleanliness.
2. Host a joint informational webinar for small business clients highlighting the benefits of combining services.
3. Create a referral tracking system to measure the effectiveness of the partnership.

Value: HIGH

MUTUAL BENEFIT