

# BUSINESS RELATIONSHIP ANALYSIS

## Big Rig Compliance Pros !” JPO Logistics L

2 Relationships Identified

### BUSINESS PROFILES

#### Big Rig Compliance Pros

Contact: Sherika Carter

Industry: Professional Services

Big Rig Compliance Pros helps truck drivers and trucking companies stay compliant with State and Federal regulations by handling filings, renewals, permits and other back office paperwork so they can focus on driving.

#### JPO Logistics LLC

Contact: Paulette Orr

Industry: Logistics

General freight services and dispatching service.

### REFERRAL 1/2

75% conf

#### JPO Logistics LLC !” Big Rig Compliance Pros

##### Reasoning:

JPO Logistics serves shippers and owner operators, while Big Rig Compliance Pros targets the same demographic, focusing on compliance needs. This alignment allows for mutual referrals to enhance client services without direct competition.

##### Value Proposition:

By referring clients to each other, both businesses could increase their client base by 20% within the next quarter, leveraging existing networks.

##### Collaboration Example:

JPO Logistics can refer their owner-operator clients to Big Rig Compliance Pros when they notice clients struggling with compliance paperwork. In return, Big Rig Compliance Pros can recommend JPO Logistics to their clients needing freight services. For instance, if a truck driver mentions needing a new logistics partner, Big Rig can refer them to JPO, leading to potential contracts worth thousands in logistics services.

##### Synergy Potential:

Both companies share the same target market of owner operators and small fleets, creating a seamless avenue for client referrals. This synergy is unique as they can provide comprehensive support to the same clients, improving customer loyalty and service satisfaction.

**Action Items:**

1. Organize a joint networking event for owner operators to promote both services.
2. Create a referral program where both parties can track and reward referrals.
3. Develop co-branded marketing materials that highlight the benefits of using both services.

Value: MEDIUM

MUTUAL BENEFIT

**VENDOR 2/2**

65% conf

Big Rig Compliance Pros !' JPO Logistics LLC

**Reasoning:**

Big Rig Compliance Pros can refer their clients needing freight services to JPO Logistics, enhancing their service offerings while ensuring their clients receive reliable logistics solutions.

**Value Proposition:**

By acting as a vendor to each other, they can create a streamlined process for clients, potentially increasing revenue by 15% through bundled services.

**Collaboration Example:**

Big Rig Compliance Pros can offer a bundled package that includes compliance management and logistics services from JPO Logistics. For instance, they could create a special deal for clients where if they sign up for compliance services, they also get a discount on freight services through JPO Logistics, ensuring compliance and transportation needs are met simultaneously.

**Synergy Potential:**

This pairing is special because it combines compliance and logistics into a one-stop shop for owner operators and small fleets, reducing their operational burdens significantly.

**Action Items:**

1. Develop a bundled service offering that includes both compliance and logistics.
2. Create a shared marketing campaign to promote the benefits of the bundle.
3. Host joint webinars to educate potential clients about the advantages of using both services.

Value: MEDIUM

MUTUAL BENEFIT