

BUSINESS RELATIONSHIP ANALYSIS

Jamz Trainings !” Soulfitness Studio Health and

2 Relationships Identified

BUSINESS PROFILES

Jamz Trainings

Contact: James Robinson
Industry: Health & Wellness
Personal Training & Sports Massage Therapy

Soulfitness Studio Health and wellness center

Contact: janice curry
Industry: Health & Wellness
Health and wellness via health food fitness and wellness

COLLABORATION 1/2

85% conf

Jamz Trainings !” Soulfitness Studio Health and wellness center

Reasoning:

Both businesses operate in the health and wellness space and target health-conscious consumers, making them ideal partners for a collaborative event. Jamz Trainings could enhance Soulfitness Studio's offerings, attracting more clients and increasing exposure.

Value Proposition:

By hosting a joint health and wellness fair, both businesses could potentially increase client acquisition by 20% through cross-promotion and shared marketing efforts.

Collaboration Example:

Jamz Trainings sets up a personal training and sports massage therapy booth at Soulfitness Studio's upcoming health fair. During the event, they offer free mini-training sessions and sports massage consultations, while Soulfitness provides health food samples and fitness classes. Attendees receive combined discounts on services from both businesses, leading to increased sign-ups and follow-ups post-event.

Synergy Potential:

The combination of personal training and nutrition-focused wellness is a powerful draw for clients looking to improve their overall health. This partnership leverages their shared commitment to holistic health, positioning both businesses as comprehensive wellness providers.

Action Items:

1. Schedule a meeting between James Robinson and Janice Curry to discuss the event logistics.
2. Create promotional materials highlighting both businesses' services for the health fair.
3. Establish a follow-up strategy to convert event attendees into long-term clients.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Soulfitness Studio Health and wellness center! Jamz Trainings

Reasoning:

Soulfitness Studio targets individuals focused on health and wellness, which overlaps with Jamz Trainings' target market of recreational athletes. They can refer clients to each other without competing.

Value Proposition:

Implementing a referral program could lead to a 15% increase in client bases for both businesses as they share leads and capitalize on each other's strengths.

Collaboration Example:

Soulfitness Studio offers a wellness package that includes a complimentary session at Jamz Trainings for new members. In return, Jamz promotes Soulfitness's health food programs to their clients as part of a healthy lifestyle initiative. This creates a seamless referral system where clients benefit from comprehensive support.

Synergy Potential:

The unique blend of personal training and wellness food options sets both businesses apart from competitors, allowing them to create a holistic health ecosystem that enhances client retention and satisfaction.

Action Items:

1. Develop a referral agreement outlining the details of the client exchange.
2. Create co-branded marketing materials to promote the referral program.
3. Host an introductory meeting for both client bases to explain the benefits of the referral program.

Value: MEDIUM

MUTUAL BENEFIT