

BUSINESS RELATIONSHIP ANALYSIS

Aspirations Behavioral Health Inc.!" Jamz Tr

2 Relationships Identified

BUSINESS PROFILES

Aspirations Behavioral Health Inc.

Contact: Kristian Wilson

Industry: Health & Wellness

Telahealth mental health counseling

Jamz Trainings

Contact: James Robinson

Industry: Health & Wellness

Personal Training & Sports Massage Therapy

REFERRAL 1/2

80% conf

Jamz Trainings!" Aspirations Behavioral Health Inc.

Reasoning:

Jamz Trainings targets middle-age recreational athletes who may also need mental health support, while Aspirations Behavioral Health Inc. serves anyone needing mental health help. This overlap in target markets presents a solid opportunity for referrals.

Value Proposition:

Jamz Trainings could increase client retention and gain new clients through referrals, potentially increasing revenue by 20% as they tap into the mental health needs of their existing clients.

Collaboration Example:

Jamz Trainings can refer clients who may benefit from mental health counseling to Aspirations Behavioral Health. For example, if a personal training client expresses stress related to performance or personal issues, Jamz can provide a referral to Kristian's services. In return, Aspirations can refer clients who need physical wellness support to Jamz, leading to both businesses gaining new clients in a seamless manner.

Synergy Potential:

The unique synergy lies in their complementary services; while Jamz focuses on physical health, Aspirations targets mental health, creating a holistic wellness approach that is increasingly sought after by clients.

Action Items:

1. Create a referral agreement outlining the terms of client referrals between both businesses.
2. Develop joint marketing materials that highlight the benefits of both physical and mental wellness, to be distributed in local HOA communities.
3. Schedule a meet-and-greet event where both businesses can introduce their services to each other's client bases.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

75% conf

Aspirations Behavioral Health Inc.!' Jamz Trainings

Reasoning:

Aspirations Behavioral Health's clients may require physical wellness services, especially those dealing with stress or anxiety. Referring clients to Jamz Trainings for personal training and massage therapy can enhance their overall mental health treatment.

Value Proposition:

Aspirations can improve client satisfaction and outcomes by integrating physical wellness services, increasing client retention by up to 25% through holistic care.

Collaboration Example:

Aspirations Behavioral Health identifies clients who are struggling with anxiety and could benefit from physical activity. They can refer these clients to Jamz Trainings, who will provide a complimentary first personal training session. This not only helps the client but also leads to potential long-term clients for Jamz, boosting their revenue.

Synergy Potential:

This partnership is special because it promotes a comprehensive approach to health, addressing the entire spectrum of wellness, which is increasingly appealing to clients looking for integrated solutions.

Action Items:

1. Draft a referral form to streamline the process for clients being referred from Aspirations to Jamz.
2. Host a joint webinar discussing the importance of mental and physical health, promoting both services to a wider audience.
3. Create a feedback loop where clients can share their experiences with both services, enhancing collaboration and trust.

Value: HIGH

MUTUAL BENEFIT