

BUSINESS RELATIONSHIP ANALYSIS

JPO Logistics LLC !” Jamz Trainings

2 Relationships Identified

BUSINESS PROFILES

JPO Logistics LLC

Contact: Paulette Orr

Industry: Logistics

General freight services and dispatching service.

Jamz Trainings

Contact: James Robinson

Industry: Health & Wellness

Personal Training & Sports Massage Therapy

REFERRAL 1/2

80% conf

JPO Logistics LLC !” Jamz Trainings

Reasoning:

JPO Logistics serves shippers who may also need health and wellness services, especially as they deal with physically demanding work. Similarly, Jamz Trainings targets middle-aged recreational athletes, many of whom may require logistics services for transporting sports equipment or organizing events.

Value Proposition:

By referring clients to each other, both businesses can expand their customer bases significantly, tapping into each other's networks. This could lead to at least a 20% increase in leads for both parties over the next quarter.

Collaboration Example:

JPO Logistics can distribute flyers for Jamz Trainings during their freight deliveries to local recreation centers and HOA communities. In return, Jamz can feature JPO's services in their monthly newsletters to clients who might need logistics for sporting events. If both businesses refer just five clients a month to each other, that could translate to \$5,000 in new revenue each.

Synergy Potential:

The pairing is unique since JPO Logistics can reach clients who may not actively seek logistics support but need it for their sports activities, while Jamz Trainings can attract clients who value health and wellness, thus creating a niche market crossover.

Action Items:

1. Set up a meeting to discuss referral program details and benefits for both parties.
2. Create and print promotional materials highlighting JPO's services for distribution at Jamz's training sessions.
3. Initiate a joint social media campaign to announce the referral partnership, targeting both businesses' audiences.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Jamz Trainings !' JPO Logistics LLC

Reasoning:

Jamz Trainings' clients often participate in physically demanding activities that may require logistics support for transportation or event organization. Referring clients who need logistics services can enhance their overall customer experience.

Value Proposition:

By referring clients to JPO Logistics, Jamz Trainings can enhance their service offering and potentially earn a referral fee, while JPO gains access to a new clientele base. This could lead to a revenue boost of around 15% for both businesses in the next few months.

Collaboration Example:

During personal training sessions, Jamz can identify clients who require transportation for sports events and refer them to JPO. For example, if a client is participating in a local tennis tournament and needs their gear transported, Jamz can provide JPO's contact information. If JPO secures the transport contract, Jamz earns a referral fee.

Synergy Potential:

The unique synergy lies in Jamz's direct contact with active individuals who might not think about logistics until a need arises, effectively bridging the gap between health and logistics services.

Action Items:

1. Develop a referral framework that includes a fee structure for successful client referrals.
2. Integrate JPO's logistics information into Jamz's training programs and materials.
3. Host an open house where both businesses can showcase their services to each other's clients.

Value: MEDIUM

MUTUAL BENEFIT