

# BUSINESS RELATIONSHIP ANALYSIS

Nosensorleftbehindfl.org !” Relax Relate & Release

2 Relationships Identified

## BUSINESS PROFILES

### Nosensorleftbehindfl.org

Contact: Wanda K Jackson

Industry: Professional Services

Assessments for 55 and older in need of a service to help maintain independence.

### Relax Relate & Release

Contact: Hazel Lee

Industry: Health & Wellness

Massage Therapy

## REFERRAL 1/2

80% conf

Relax Relate & Release !” Nosensorleftbehindfl.org

### Reasoning:

Both businesses serve demographics that could benefit from each other's services without direct competition. Veterans who may need services to maintain their independence could also benefit from massage therapy, especially those dealing with physical ailments.

### Value Proposition:

Increased client referrals could lead to a 20% increase in new clients for both businesses, translating into additional revenue streams.

### Collaboration Example:

Relax Relate & Release could provide a referral program where they offer a discount on massage therapy for clients referred by Nosensorleftbehindfl.org. For example, if a veteran client receives assessments through Nosensor, they could get 20% off their first massage. This would incentivize Nosensor to refer clients actively, creating a win-win situation.

### Synergy Potential:

This partnership uniquely combines health and wellness with elder care, making it a holistic approach to improving quality of life for seniors and veterans, setting them apart from typical service providers.

**Action Items:**

1. Create a referral agreement outlining the discount and process.
2. Host a joint informational session targeting veterans and seniors to introduce both services.
3. Develop marketing materials to promote the referral program through both businesses' channels.

Value: MEDIUM

MUTUAL BENEFIT

**REFERRAL 2/2**

75% conf

Noseniorleftbehindfl.org | Relax Relate & Release

**Reasoning:**

Noseniorleftbehindfl.org's clients, primarily seniors, may require massage therapy for relaxation and pain relief, leading to beneficial referrals for both businesses.

**Value Proposition:**

By referring clients, Noseniorleftbehindfl.org could see a 15% increase in service utilization, while Relax Relate & Release could gain new paying clients.

**Collaboration Example:**

Noseniorleftbehindfl.org can integrate Relax Relate & Release's services into their assessments, advising clients who show signs of stress or muscle tension to seek massage therapy. They could even include Relax's brochures in their assessment packs, enhancing service offerings and providing extra value to their clients.

**Synergy Potential:**

This relationship enhances the service spectrum for seniors, combining physical wellness with practical assistance, creating a more comprehensive care approach that neither business could achieve alone.

**Action Items:**

1. Establish a direct communication line for referrals between staff members.
2. Create and distribute co-branded brochures highlighting the benefits of both services.
3. Set quarterly check-ins to review referral success and adjust strategies as needed.

Value: MEDIUM

MUTUAL BENEFIT