

# BUSINESS RELATIONSHIP ANALYSIS

## Big Rig Compliance Pros!" Noseniorleftbehindfl.org

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.

#### Noseniorleftbehindfl.org

Contact: Wanda K Jackson

Industry: Professional Services

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

### REFERRAL 1/2

75% conf

Big Rig Compliance Pros!" Noseniorleftbehindfl.org

#### Reasoning:

Both businesses serve a demographic that includes older adults, particularly those in need of compliance and support services. Big Rig Compliance Pros can refer clients who may need transportation or companionship services provided by Noseniorleftbehindfl.org.

#### Value Proposition:

By referring clients to each other, both businesses can increase their customer base and enhance service offerings, potentially increasing revenue by 10-15% through cross-referrals.

#### Collaboration Example:

Big Rig Compliance Pros could identify clients who are truck drivers over the age of 55 and refer them to Noseniorleftbehindfl.org for transportation needs when they are not on the road. In return, Noseniorleftbehindfl.org could suggest their clients who need compliance assistance to reach out to Big Rig Compliance Pros. This mutual referral system could lead to an additional \$1,000 in revenue for each business monthly.

#### Synergy Potential:

This partnership is unique because it combines compliance services with senior support, creating a comprehensive ecosystem that addresses both regulatory and personal needs of older truck drivers, which is often overlooked.

### Action Items:

1. Set up an initial meeting between Sherika Carter and Wanda K Jackson to discuss referral processes.
2. Create a referral program that includes incentives for each successful client referred.
3. Develop marketing materials that highlight the benefits of both services for shared target demographics.

Value: MEDIUM

MUTUAL BENEFIT

### REFERRAL 2/2

70% conf

Noseniorleftbehindfl.org !' Big Rig Compliance Pros

### Reasoning:

Noseniorleftbehindfl.org serves seniors who may also be involved in the trucking industry, either as drivers or family members of drivers. Referring clients needing compliance services aligns with their mission to support independent living.

### Value Proposition:

Noseniorleftbehindfl.org can enhance their service offerings by providing a trusted referral to Big Rig Compliance Pros, potentially increasing their service uptake by 5-10% from clients needing compliance assistance.

### Collaboration Example:

When Noseniorleftbehindfl.org conducts assessments for seniors who may have worked in trucking, they can identify those needing compliance help and refer them directly to Big Rig Compliance Pros. For example, if they assess a retired truck driver struggling to manage their compliance paperwork, they can connect them with Sherika, leading to a streamlined service process and potentially \$500 in new business for Big Rig Compliance Pros.

### Synergy Potential:

This relationship leverages the unique intersection of trucking compliance and senior support services, enhancing both businesses' reputations as holistic providers for their clientele.

### Action Items:

1. Develop a database of clients that may require compliance services and share it with Big Rig Compliance Pros.
2. Design a joint marketing campaign that promotes both services to their respective clients.
3. Host a community event focused on compliance and independent living to raise awareness for both businesses.

Value: MEDIUM

MUTUAL BENEFIT