

BUSINESS RELATIONSHIP ANALYSIS

Free Agents Inc!" Simple Creations By T

2 Relationships Identified

BUSINESS PROFILES

Free Agents Inc

Contact: James Higbe
Industry: Professional Services
Key people to solve you business issue

Simple Creations By T

Contact: Tiana Harris
Industry: Professional Services
Custom gifts, apparel and accessories

REFERRAL 1/2

75% conf

Free Agents Inc!" Simple Creations By T

Reasoning:

Free Agents Inc serves companies that may require personalized gifts for their employees and clients, which aligns with Simple Creations By T's offerings. They can refer clients needing custom gifts for corporate events or employee recognition.

Value Proposition:

By referring clients, Free Agents Inc can earn a commission on sales, while Simple Creations By T gains access to a new customer base in the corporate sector.

Collaboration Example:

Free Agents Inc could refer their corporate clients to Simple Creations By T when those companies are looking for personalized gifts for employee milestones or client appreciation events. For example, if Free Agents Inc assists a tech company with a team-building event, they would recommend Simple Creations for custom team apparel, earning a 15% commission on each order placed through the referral.

Synergy Potential:

The unique synergy lies in Free Agents Inc's established corporate relationships and Simple Creations By T's specialized offerings in personalized gifts, creating a powerful referral channel that other partnerships may lack.

Action Items:

1. Arrange a meeting between James Higbe and Tiana Harris to discuss referral agreement terms.
2. Create a referral brochure that Free Agents Inc can distribute to their clients highlighting Simple Creations By T's services.
3. Set up a tracking system to monitor the referrals and sales generated from this partnership.

Value: MEDIUM

MUTUAL BENEFIT

VENDOR 2/2

60% conf

Simple Creations By T | Free Agents Inc

Reasoning:

Simple Creations By T can provide customized promotional items for Free Agents Inc to use as corporate gifts or branding tools, enhancing their service offerings.

Value Proposition:

This relationship allows Free Agents Inc to enhance their client engagement strategies with unique, branded gifts, while Simple Creations By T gains consistent business from Free Agents Inc's projects.

Collaboration Example:

When Free Agents Inc is working on a client project and needs to gift personalized items to executives, they can order custom logo-embroidered bags and apparel from Simple Creations By T. This could be for a client's annual meeting where each attendee receives a personalized item, with Free Agents Inc placing a bulk order worth \$2,000, thereby strengthening client relationships.

Synergy Potential:

The pairing is unique as Free Agents Inc can leverage Simple Creations By T's creativity to provide innovative branding solutions, making their service offerings more attractive to clients who value personalized experiences.

Action Items:

1. Discuss potential bulk order discounts for Free Agents Inc with Tiana Harris.
2. Design a joint marketing campaign showcasing the custom items available for corporate clients.
3. Schedule a monthly check-in to review the types of items that are selling best and adjust offerings accordingly.

Value: MEDIUM

MUTUAL BENEFIT