

# BUSINESS RELATIONSHIP ANALYSIS

## Be Present Detalles!" Big Rig Compliance Pros

2 Relationships Identified

### BUSINESS PROFILES

#### Be Present Detalles

Contact: De'Ana Aguas

Industry: Professional Services

Events and Experiences

#### 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.

### REFERRAL 1/2

75% conf

## Be Present Detalles!" Big Rig Compliance Pros

#### Reasoning:

Both businesses target busy professionals, albeit in different capacities. Be Present Detalles could refer its clients who might need compliance assistance to Big Rig Compliance Pros, while Big Rig Compliance Pros could refer clients who might benefit from event planning services.

#### Value Proposition:

Increased client reach through cross-referrals, potentially adding 10-15% to each business's client base in the next quarter.

#### Collaboration Example:

Be Present Detalles, while organizing a corporate retreat for a trucking company, could recommend Big Rig Compliance Pros to handle compliance documents for the company's drivers. In return, Big Rig Compliance Pros could suggest Be Present Detalles for organizing a client appreciation event for their customers, generating a seamless referral loop that enhances service offerings for both.

#### Synergy Potential:

This pairing uniquely combines event management with compliance services, catering to a niche market of professionals in the trucking industry looking for both compliance and experience management, which is often overlooked.

**Action Items:**

1. Organize a joint networking event for both client bases to introduce each other's services.
2. Create a referral program where each business can track and reward referrals made.
3. Develop co-branded marketing materials highlighting the benefits of using both services.

Value: MEDIUM

MUTUAL BENEFIT

**REFERRAL 2/2**

70% conf

**Big Rig Compliance Pros !' Be Present Detalles****Reasoning:**

Big Rig Compliance Pros interacts with owner-operators who may seek personal or corporate events for networking or celebrations. Referring their clients to Be Present Detalles for event planning can create value for their clientele.

**Value Proposition:**

Enhancing the client experience by providing event services, potentially leading to higher satisfaction and retention rates for Big Rig Compliance Pros.

**Collaboration Example:**

A trucking company, after successfully navigating compliance through Big Rig Compliance Pros, might want to celebrate their achievements by hosting a corporate event. Big Rig Compliance Pros refers them to Be Present Detalles to plan an engaging event, ensuring they receive a commission on the referral while Be Present Detalles gains a new client.

**Synergy Potential:**

The unique synergy lies in the dual focus on enhancing the experience of professionals in the trucking industry through both compliance and memorable events, fostering a holistic approach to their business needs.

**Action Items:**

1. Schedule a meeting to discuss potential joint marketing strategies and referral structures.
2. Draft a referral agreement that outlines benefits for each business for successful leads.
3. Collaborate on a shared online event showcasing compliance tips and event planning insights for truck drivers.

Value: MEDIUM

MUTUAL BENEFIT