

# BUSINESS RELATIONSHIP ANALYSIS

Be Present Detalles!" Jamz Trainings

2 Relationships Identified

## BUSINESS PROFILES

### Be Present Detalles

Contact: De'Ana Aguas  
Industry: Professional Services  
Events and Experiences

### Jamz Trainings

Contact: James Robinson  
Industry: Health & Wellness  
Personal Training & Sports Massage Therapy

## REFERRAL 1/2

70% conf

Jamz Trainings!" Be Present Detalles

### Reasoning:

Jamz Trainings targets middle-age recreational athletes who may also be interested in wellness events or experiences, which Be Present Detalles specializes in. Likewise, Be Present Detalles caters to busy professionals who might benefit from personal training and massage therapy services.

### Value Proposition:

Both businesses can expand their client base by leveraging each other's networks, potentially increasing client referrals by 20-30%.

### Collaboration Example:

Jamz Trainings could refer clients who are looking for unique date ideas or corporate events to Be Present Detalles. For instance, if a client is seeking a wellness retreat for a group of friends, Jamz could recommend Be Present to organize the event, earning a referral fee for each booking made through them.

### Synergy Potential:

The unique synergy comes from aligning health and wellness with experiential events, creating a comprehensive lifestyle offering that appeals to their overlapping target markets in a way that neither can achieve alone.

### Action Items:

1. Set up a referral agreement outlining commission terms for each client referred.

2. Create a combined marketing flyer showcasing both services to be distributed to their respective client bases.
3. Schedule a joint networking event targeting both of their audiences to promote both services.

Value: MEDIUM

MUTUAL BENEFIT

80% conf

## COLLABORATION 2/2

Be Present Detalles | Jamz Trainings

### Reasoning:

Both businesses serve clients that value health and wellness, and they can create unique events that combine fitness and social experiences, enhancing exposure and client engagement for both.

### Value Proposition:

By collaborating on events, they can increase attendance and engagement, potentially driving revenue growth by 30% through ticket sales and service upsells.

### Collaboration Example:

Be Present Detalles could host a 'Wellness Weekend Retreat' featuring Jamz Trainings' personal trainers for fitness workshops and massage therapy sessions. This event could attract clients from both businesses, with a projected attendance of 50 people at \$100 each, generating \$5,000 in revenue, split based on their contribution.

### Synergy Potential:

The combination of health-focused training with event planning creates a niche offering that enhances both brands' reputations as leaders in wellness and lifestyle experiences, positioning them uniquely in the market.

### Action Items:

1. Develop a detailed event plan that outlines logistics, roles, and marketing strategies.
2. Create promotional material to advertise the Wellness Weekend Retreat through both businesses' channels.
3. Conduct a post-event analysis to measure success and explore potential for future events.

Value: HIGH

MUTUAL BENEFIT