

# BUSINESS RELATIONSHIP ANALYSIS

## Aspirations Behavioral Health Inc.!' The P-Way

2 Relationships Identified

### BUSINESS PROFILES

#### Aspirations Behavioral Health Inc.

Contact: Kristian Wilson

Industry: Health & Wellness

Telahealth mental health counseling

#### The P-Way Solutions LLC

Contact: Pervis lowman

Industry: Real Estate

Commercial Janitorial Services

### REFERRAL 1/2

80% conf

#### Aspirations Behavioral Health Inc.!' The P-Way Solutions LLC

##### Reasoning:

Both businesses target similar client demographics in Jacksonville. Aspirations Behavioral Health can refer clients needing janitorial services for their offices to The P-Way Solutions, while The P-Way Solutions can refer clients seeking mental health support.

##### Value Proposition:

Increased client referrals could lead to a 15% increase in new clients for both businesses, enhancing their market reach.

##### Collaboration Example:

Aspirations Behavioral Health could display a flyer for The P-Way Solutions in their waiting area and refer clients who express a need for office cleaning services. In return, The P-Way Solutions could include information about Aspirations in their client welcome packets, ensuring both businesses are actively promoting each other to their clients.

##### Synergy Potential:

The unique synergy lies in the holistic approach of Aspirations Behavioral Health, which aligns with The P-Way Solutions' commitment to creating clean and healthy work environments, enhancing client well-being.

**Action Items:**

1. Set up a meeting between Kristian and Pervis to discuss referral details and mutual client needs.
2. Create a referral agreement outlining the benefits and processes for each business.
3. Design marketing materials that promote both services, ensuring visibility in each other's locations.

Value: MEDIUM

MUTUAL BENEFIT

**REFERRAL 2/2**

70% conf

The P-Way Solutions LLC ! Aspirations Behavioral Health Inc.

**Reasoning:**

The P-Way Solutions can refer their clients who may need mental health support to Aspirations Behavioral Health, especially small business clients with employee wellness needs.

**Value Proposition:**

This referral strategy could help both businesses tap into each other's client base, potentially increasing Aspirations' client intake by 10% and providing The P-Way Solutions with a reputation as a supportive business partner.

**Collaboration Example:**

The P-Way Solutions could create a program offering discounted janitorial services to businesses that engage with Aspirations Behavioral Health for mental health support, effectively bundling their services. This program could be marketed as a 'Wellness Partnership Package' that targets local small businesses.

**Synergy Potential:**

This pairing is unique as it combines mental health support with the maintenance of a clean work environment, addressing both employee wellness and operational efficiency, which is increasingly sought after in modern workplaces.

**Action Items:**

1. Develop a package deal that includes discounted janitorial services for clients who engage with Aspirations.
2. Host a joint seminar on workplace wellness that features both mental health and cleanliness as vital components.
3. Create an online campaign jointly promoting the benefits of mental wellness and a clean workspace, utilizing social media channels.

Value: MEDIUM

MUTUAL BENEFIT