

BUSINESS RELATIONSHIP ANALYSIS

Free Agents Inc !” flow

2 Relationships Identified

BUSINESS PROFILES

Free Agents Inc

Contact: James Higbe

Industry: Professional Services

Key people to solve you business issue

flow

Contact: Miguel Camargo

Industry: Professional Services

Coaching

REFERRAL 1/2

75% conf

flow !” Free Agents Inc

Reasoning:

Both businesses operate in the professional services sector, with flow focusing on coaching and Free Agents Inc providing key personnel to solve business issues. They can refer clients to each other, especially if flow encounters businesses needing broader solutions beyond coaching.

Value Proposition:

Increased client referrals could lead to a 20% increase in new clients for both businesses, creating a stronger client base without the need for additional marketing costs.

Collaboration Example:

When flow has a client struggling with team dynamics, they can refer that client to Free Agents Inc for specialized personnel who can help resolve specific business issues. In return, if Free Agents identifies a company needing leadership coaching, they can direct them to flow, creating a seamless referral loop.

Synergy Potential:

The unique synergy lies in their complementary services—flow's coaching can enhance the effectiveness of Free Agents' personnel solutions, creating a holistic approach to client challenges. This is not just about referrals, but about enhancing each other's service offerings.

Action Items:

1. Schedule a meeting between Miguel and James to discuss mutual referral opportunities.
2. Create a simple referral agreement outlining the benefits and incentives for both parties.
3. Develop joint marketing materials that highlight both companies' services to share with referred clients.

Value: MEDIUM

MUTUAL BENEFIT

VENDOR 2/2

70% conf

Free Agents Inc.' flow

Reasoning:

Free Agents Inc could potentially leverage flow's coaching services to enhance their internal operations or offer to their clients, thus becoming a vendor for flow's coaching.

Value Proposition:

By integrating flow's coaching services into their offering, Free Agents could see an additional revenue stream of approximately 15% from upselling coaching to their clients, while flow gains access to Free Agents' client base.

Collaboration Example:

Free Agents Inc can package flow's coaching services with their solutions for client engagements. For instance, they could present a proposal to a mid-sized company that requires both personnel solutions and coaching, offering a bundled service that includes a workshop led by flow, thus enhancing their overall service value.

Synergy Potential:

This pairing stands out because Free Agents can directly enhance the value of their services with flow's expertise, creating a unique selling proposition that competitors may not offer.

Action Items:

1. Develop a pilot program where Free Agents offers flow's coaching to a select client group.
2. Create a pricing structure for bundled services that includes flow's coaching as a value-add.
3. Host a joint webinar showcasing how both services can solve common business problems, attracting potential clients.

Value: HIGH

MUTUAL BENEFIT