

BUSINESS RELATIONSHIP ANALYSIS

Free Agents Inc !” Soulfitness Studio Health and

2 Relationships Identified

BUSINESS PROFILES

Free Agents Inc

Contact: James Higbe

Industry: Professional Services

Key people to solve you business issue

Soulfitness Studio Health and wellness center

Contact: janice curry

Industry: Health & Wellness

Health and wellness via health food fitness and wellness

REFERRAL 1/2

75% conf

Free Agents Inc !” Soulfitness Studio Health and wellness center

Reasoning:

Free Agents Inc specializes in solving business issues for companies, which can include enhancing employee wellness programs. Soulfitness Studio targets individuals looking to improve their health, including employees of the companies Free Agents serves.

Value Proposition:

By referring clients to each other, both businesses can expand their customer bases and enhance service offerings, potentially increasing client retention and satisfaction.

Collaboration Example:

Free Agents Inc identifies a client struggling with employee retention due to low morale and health issues. They refer this client to Soulfitness Studio for tailored corporate wellness programs. In return, Soulfitness Studio promotes Free Agents' consulting services to their clients, creating a win-win scenario where both businesses gain new clients.

Synergy Potential:

This partnership is unique because it combines professional services with health and wellness, addressing both business efficiency and employee well-being, which is increasingly important in today's work environment.

Action Items:

1. Create a joint marketing flyer outlining referral benefits and services.

2. Schedule a meeting to discuss referral terms and establish clear communication channels.
3. Develop a referral tracking system to ensure both parties can monitor leads and follow-ups.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Soulfitness Studio Health and wellness center !' Free Agents Inc

Reasoning:

Soulfitness Studio's clients often include employees from local businesses who might be facing various business challenges. Referring these clients to Free Agents Inc can provide comprehensive solutions that enhance workplace culture.

Value Proposition:

Soulfitness can add value to their health services by providing clients access to business consulting, which can lead to improved workplace health and morale, creating a holistic approach to employee wellness.

Collaboration Example:

During a health workshop, Soulfitness Studio identifies a participant from a local business expressing difficulties in managing work-life balance. They refer this individual to Free Agents Inc, who then provides tailored consulting to the business. This connection results in a new contract for Free Agents worth \$10K, while Soulfitness gains a referral fee.

Synergy Potential:

This pairing is special because it leverages the growing trend of integrated health and business solutions, appealing directly to companies aiming to enhance employee satisfaction and productivity.

Action Items:

1. Develop a referral program including incentive structures for successful leads.
2. Host a joint event focusing on the importance of employee wellness and effective business management.
3. Share customer feedback and success stories to refine and promote referral processes.

Value: MEDIUM

MUTUAL BENEFIT