

# BUSINESS RELATIONSHIP ANALYSIS

Free Agents Inc !” JPO Logistics LLC

2 Relationships Identified

## BUSINESS PROFILES

### Free Agents Inc

Contact: James Higbe

Industry: Professional Services

Key people to solve you business issue

### JPO Logistics LLC

Contact: Paulette Orr

Industry: Logistics

General freight services and dispatching service.

REFERRAL 1/2

75% conf

JPO Logistics LLC !’ Free Agents Inc

#### Reasoning:

JPO Logistics serves shippers and owner-operators who may also require professional services for business issues, while Free Agents focuses on solving problems for companies with 5 to 250 employees. They can refer clients to each other based on overlapping needs without competing directly.

#### Value Proposition:

Both businesses can expand their client base without competing, leading to increased revenue through referrals and enhanced service offerings.

#### Collaboration Example:

JPO Logistics identifies a shipping client who is struggling with operational efficiency and refers them to Free Agents. In return, Free Agents encounters a small business needing reliable logistics support for their supply chain and recommends JPO. Each company earns a referral fee of 10% on the first project, potentially resulting in \$1,000 each from a \$10,000 service contract.

#### Synergy Potential:

The unique synergy comes from their ability to mutually enhance their service offerings; logistics and professional services complement each other perfectly, especially for small to mid-sized businesses seeking comprehensive solutions.

### Action Items:

1. Set up a meeting between Paulette and James to discuss referral structures.
2. Create a joint marketing flyer highlighting the referral partnership benefits.
3. Establish a tracking system for referrals and measure success after three months.

Value: MEDIUM

MUTUAL BENEFIT

### REFERRAL 2/2

70% conf

Free Agents Inc! JPO Logistics LLC

### Reasoning:

Free Agents works with companies that often need shipping and logistics solutions, which allows them to refer clients to JPO Logistics for their freight needs.

### Value Proposition:

Free Agents can offer additional value to their clients by connecting them with logistics services, while JPO Logistics can access a new clientele seeking their specific services.

### Collaboration Example:

After helping a local tech firm streamline their operations, Free Agents discovers they need a reliable logistics partner for their product distribution. They refer them to JPO Logistics, which secures a \$15,000 contract for freight services, giving Free Agents a 10% referral fee of \$1,500.

### Synergy Potential:

This pairing is unique as Free Agents' broad network in various sectors can introduce JPO Logistics to diverse industries, increasing their market reach significantly.

### Action Items:

1. Develop a referral agreement outlining commission structures.
2. Schedule a joint networking event to introduce both companies to potential clients.
3. Create case studies showcasing successful referrals to attract more clients.

Value: MEDIUM

MUTUAL BENEFIT