

BUSINESS RELATIONSHIP ANALYSIS

Big Rig Compliance Pros!" Connections to the

2 Relationships Identified

BUSINESS PROFILES

Big Rig Compliance Pros

Contact: Sherika Carter

Industry: Professional Services

Big Rig Compliance Pros helps truck drivers and trucking companies stay compliant with State and Federal regulations by handling filings, renewals, permits and other back office paperwork so they can focus on driving.

Connections to the Nations Llc

Contact: Arlene Ortiz

Industry: Professional Services

Community Fair and Culture

REFERRAL 1/2

75% conf

Big Rig Compliance Pros!" Connections to the Nations Llc

Reasoning:

Big Rig Compliance Pros and Connections to the Nations LLC serve overlapping customer bases in the trucking and business communities. By referring clients to each other, they can enhance their service offerings and customer satisfaction without competing.

Value Proposition:

By establishing a referral agreement, both businesses could increase their customer base by at least 10-15% over the next quarter, significantly boosting their revenues.

Collaboration Example:

When Big Rig Compliance Pros encounters trucking companies looking for community engagement or event participation, they can refer them to Connections to the Nations LLC for participation in local fairs. In return, Connections can refer businesses that need compliance assistance, effectively creating a steady stream of clients for both companies.

Synergy Potential:

This partnership leverages the unique intersection of compliance and community engagement, providing comprehensive solutions for trucking businesses that want to remain compliant while participating in community activities.

Action Items:

1. Set up a meeting to discuss a formal referral agreement.
2. Create a joint marketing flyer highlighting each other's services tailored for the trucking industry.
3. Attend local networking events together to promote each other's businesses.

Value: MEDIUM

MUTUAL BENEFIT

COLLABORATION 2/2

80% conf

Connections to the Nations Llc!' Big Rig Compliance Pros

Reasoning:

Connections to the Nations LLC hosts community fairs which could benefit from the presence of Big Rig Compliance Pros to provide valuable information to trucking companies attending the events. This collaboration can enhance the fair's value while helping Big Rig Compliance reach potential clients.

Value Proposition:

This partnership could generate direct exposure to at least 50 new potential small fleet owners or owner/operators at each event, translating into an estimated \$5,000 in new client contracts over the next few events.

Collaboration Example:

During an upcoming community fair, Big Rig Compliance Pros can set up a booth to provide free compliance consultations to attendees. In exchange, Connections to the Nations LLC can promote Big Rig's compliance services in their event materials, ensuring that all trucking companies in attendance are aware of the compliance solutions available to them.

Synergy Potential:

By combining compliance expertise with community engagement, both businesses can create a unique experience that not only educates trucking companies but also strengthens community ties, making this partnership particularly impactful.

Action Items:

1. Schedule a planning session to outline logistics for the next community fair.
2. Develop promotional materials for Big Rig Compliance Pros to distribute at the fair.
3. Coordinate a follow-up campaign to connect with fair attendees after the event.

Value: HIGH

MUTUAL BENEFIT