

# BUSINESS RELATIONSHIP ANALYSIS

Genuine Coaching & Consulting !” flow

4 Relationships Identified

## BUSINESS PROFILES

### Genuine Coaching & Consulting

Contact: Reden Dionisio

Industry: Technology

Coaching, Speaking, Training

### flow

Contact: Miguel Camargo

Industry: Professional Services

Coaching

## REFERRAL 1/4

70% conf

flow !” Genuine Coaching & Consulting

### Reasoning:

Both businesses operate in the coaching industry but target different markets, with flow focusing on general coaching and Genuines Coaching & Consulting targeting business owners and corporate executives. This creates an opportunity for mutual referrals.

### Value Proposition:

By referring clients to each other, both businesses can expand their customer base and increase revenue without directly competing.

### Collaboration Example:

Flow can refer individual clients who seek personal development and career coaching to Genuines Coaching & Consulting, which specializes in corporate training. If flow sends over 10 clients quarterly, and Genuines converts 5 of them into \$1,000 coaching packages, flow would earn a referral fee of \$500, while Genuines boosts their client roster.

### Synergy Potential:

The unique synergy lies in their complementary service offerings; flow provides personal coaching while Genuines focuses on corporate environments, allowing them to cover a broader spectrum of coaching needs.

### Action Items:

1. Set up a referral agreement outlining the terms of client referrals and associated fees.

2. Host a joint webinar on 'Enhancing Personal and Professional Growth' to expose each other's networks.
3. Create a shared marketing strategy to promote each other's services on social media.

Value: MEDIUM

MUTUAL BENEFIT

## PARTNER 2/4

60% conf

Genuines Coaching & Consulting !' flow

### Reasoning:

Genuines Coaching & Consulting could partner with flow to offer a comprehensive coaching package that includes both personal and corporate coaching services to their clients, enhancing value for both parties.

### Value Proposition:

This partnership could increase service offerings for Genuines' corporate clients and provide flow with access to a larger audience, boosting revenue potential by up to 20% for both businesses.

### Collaboration Example:

Genuines could collaborate with flow to create a 'Corporate Wellness Retreat' where corporate executives attend for team-building and personal coaching sessions led by both Reden and Miguel. If they charge \$5,000 for a group of 10 executives, they split profits, while each gains exposure to potential new clients.

### Synergy Potential:

This partnership uniquely blends Genuines' corporate expertise with flow's personal coaching skills, creating a holistic approach that addresses both personal and professional development.

### Action Items:

1. Plan a joint retreat or workshop, defining roles and responsibilities for both businesses.
2. Create promotional materials highlighting the combined offering's benefits.
3. Set up a system to track leads and conversions from the retreat to measure success.

Value: HIGH

MUTUAL BENEFIT

## PARTNER 3/4

75% conf

flow !' Genuines Coaching & Consulting

### Reasoning:

Both businesses focus on coaching but target different audiences. Flow can provide niche coaching services to Genuines' clients while Genuines can enhance Flow's offerings with their training and speaking expertise, making their combined services more robust.

### Value Proposition:

By partnering, Flow can increase its service offerings to include training and speaking engagements, potentially increasing revenue by 20% through cross-selling to Genuines' established client base of executives.

### **Collaboration Example:**

Flow and Genuines could co-host a high-level executive retreat focused on leadership skills, where Flow provides coaching sessions while Genuines leads workshops on strategic thinking. They could charge \$500 per attendee, expecting 50 attendees, generating \$25,000 and splitting the revenue.

### **Synergy Potential:**

This partnership uniquely combines Flow's personalized coaching approach with Genuines' technology-enhanced training methods, creating a comprehensive development program that appeals to both small business owners and C-suite executives.

### **Action Items:**

1. Schedule an introductory meeting to discuss service offerings and identify complementary areas.
2. Develop a co-branded marketing strategy for the executive retreat.
3. Establish a revenue-sharing model for joint events and services.

Value: HIGH

MUTUAL BENEFIT

**REFERRAL 4/4**

60% conf

Genuines Coaching & Consulting | flow

### **Reasoning:**

While both businesses offer coaching services, they target different segments. Genuines can refer its small business clients to Flow for specific coaching needs, enhancing client satisfaction while Flow gains new clients.

### **Value Proposition:**

This referral partnership can increase Flow's client base by 15%, translating to an additional \$15,000 in revenue if each new client contributes \$1,000.

### **Collaboration Example:**

After identifying a small business client in need of personalized coaching, Genuines can refer them to Flow. Flow will then provide a tailored coaching program, charging the client \$1,000, while Genuines receives a referral fee of 10%, earning \$100 for each referral.

### **Synergy Potential:**

Genuines' established relationships with C-suite and small business leaders provide Flow with immediate access to a network that desperately needs personalized coaching, creating a direct path for new business.

### **Action Items:**

1. Create a referral agreement detailing the terms and compensation for referred clients.
2. Develop a joint marketing piece explaining the benefits of personalized coaching for small businesses.
3. Host a joint webinar on the importance of coaching for small business growth, promoting both services.

Value: MEDIUM

MUTUAL BENEFIT