

# BUSINESS RELATIONSHIP ANALYSIS

Be Present Detalles!" Genuines Coaching & Consulting

4 Relationships Identified

## BUSINESS PROFILES

### Be Present Detalles

Contact: De'Ana Aguas  
Industry: Professional Services  
Events and Experiences

### Genuines Coaching & Consulting

Contact: Reden Dionisio  
Industry: Technology  
Coaching, Speaking, Training

## COLLABORATION 1/4

75% conf

Genuines Coaching & Consulting!" Be Present Detalles

### Reasoning:

Genuines Coaching & Consulting can provide coaching services for the corporate clients of Be Present Detalles who may be looking to improve their professional skills. In turn, Be Present Detalles can offer event management expertise for Genuines' workshops or training sessions.

### Value Proposition:

This collaboration could lead to new revenue streams for both businesses, with Genuines potentially earning \$1,500 from each workshop and Be Present Detalles securing \$2,000 for event services.

### Collaboration Example:

Genuines Coaching & Consulting could organize a professional development workshop for busy professionals through Be Present Detalles' event platform. For example, they could host a 'Leadership Skills for Couples' workshop, where attendees learn to balance personal and professional growth, while Be Present Detalles handles all logistical aspects, such as venue, catering, and marketing. This event could attract 30 participants at \$150 each, generating \$4,500 in revenue, split between the two businesses.

### Synergy Potential:

This pairing is unique because Genuines brings specialized coaching expertise while Be Present Detalles excels in creating memorable experiences, enabling them to deliver comprehensive professional development events that address both skill-building and personal connection.

### Action Items:

1. Schedule a joint meeting to brainstorm potential workshop topics that would appeal to both customer bases.
2. Develop a marketing plan targeting busy professionals and couples, highlighting the unique offerings from both businesses.
3. Create a pilot workshop event and set a date within the next month to test the collaboration's effectiveness.

Value: HIGH

MUTUAL BENEFIT

### REFERRAL 2/4

65% conf

Be Present Detalles | Genuines Coaching & Consulting

### Reasoning:

Both businesses serve professionals looking to enhance their lives, but do not compete. Be Present Detalles can refer clients needing coaching services to Genuines, while Genuines can recommend Be Present for event planning.

### Value Proposition:

Each referral can lead to substantial service contracts, potentially increasing client bases by 15% for both businesses.

### Collaboration Example:

When Be Present Detalles works with a couple planning a wedding, they can identify any professional development needs, such as negotiation or communication skills. They could refer these couples to Genuines Coaching & Consulting for targeted coaching, while Genuines can refer business owners seeking unique event experiences to Be Present Detalles.

### Synergy Potential:

The synergy lies in their complementary offerings, where one business enhances the value of the other's service, creating a holistic solution for their clients.

### Action Items:

1. Create a referral program outlining benefits for each business when a client is referred.
2. Develop shared marketing materials that highlight both businesses' services and how they can work together.
3. Host a networking event to introduce both client bases to each other's offerings, increasing visibility for both businesses.

Value: MEDIUM

MUTUAL BENEFIT

## COLLABORATION 3/4

80% conf

Be Present Detalles! Genuines Coaching & Consulting

### Reasoning:

Be Present Detalles specializes in creating memorable events which can serve as a platform for Genuines Coaching & Consulting to showcase their coaching services. By collaborating, both businesses can enhance their offerings and attract a wider audience.

### Value Proposition:

Potential to increase revenue by 30% through bundled event and coaching packages, tapping into both companies' client bases.

### Collaboration Example:

Be Present Detalles organizes a professional networking event for executives, featuring Genuines Coaching & Consulting as the keynote speaker. Attendees would participate in workshops led by Reden Dionisio that focus on leadership development, while enjoying a curated experience provided by De'Ana Aguas. The event could attract 50 attendees at \$100 each, generating \$5,000 in ticket sales, with additional revenue from future coaching sessions for interested participants.

### Synergy Potential:

The unique synergy lies in the blend of experiential events and executive coaching; together, they create a comprehensive professional growth experience that neither could provide alone. This pairing enhances both the emotional and educational aspects of client engagement.

### Action Items:

1. Schedule a meeting between De'Ana Aguas and Reden Dionisio to brainstorm event ideas.
2. Develop a joint marketing strategy to promote the upcoming networking event.
3. Create a list of potential venues and finalize a date for the event.

Value: HIGH

MUTUAL BENEFIT

## REFERRAL 4/4

70% conf

Genuines Coaching & Consulting! Be Present Detalles

### Reasoning:

Genuines Coaching & Consulting serves C-suite executives and small business owners, a demographic that may require event planning services for corporate retreats or personal milestones. Referring clients to Be Present Detalles can enhance their service offerings.

### Value Proposition:

By referring clients to Be Present Detalles, Genuines can earn referral fees or discounts on event services for their own events, increasing overall client satisfaction and loyalty.

### Collaboration Example:

Genuines Coaching & Consulting has a client, a local CEO, who is looking to organize a high-end corporate retreat. Reden Dionisio refers this client to Be Present Detalles, who then designs a tailored experience that includes team-building exercises and leisure activities. Genuines could earn a 10% referral fee from the \$10,000 event, generating \$1,000 while enhancing their client relationship.

**Synergy Potential:**

This referral relationship is unique because it allows Genuines to seamlessly integrate event planning into their coaching services, enhancing their value proposition without the overhead of developing the service themselves.

**Action Items:**

1. Draft a referral agreement detailing terms and conditions.
2. Create a presentation to educate Genuines' team on Be Present's services.
3. Set up a quarterly check-in to discuss referral success stories and adjust strategies.

Value: MEDIUM

MUTUAL BENEFIT

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