

BUSINESS RELATIONSHIP ANALYSIS

Genuines Coaching & Consulting !" Genuines Coach

2 Relationships Identified

BUSINESS PROFILES

Genuines Coaching & Consulting

Contact: Reden Dionisio

Industry: Technology

Coaching, Speaking, Training

Genuines Coaching & Consulting

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Industry: Technology

Coaching, Speaking, Training

COLLABORATION 1/2

85% conf

Genuines Coaching & Consulting !" Genuines Coaching & Consulting

Reasoning:

Both businesses specialize in coaching and consulting services, targeting similar high-level executives and business owners. A joint workshop or training program can leverage their combined expertise to attract a larger audience.

Value Proposition:

By collaborating on a comprehensive leadership development program, they could attract 20-30 corporate clients each willing to pay \$2,000 per workshop, potentially generating \$40,000 in revenue.

Collaboration Example:

Genuines Coaching & Consulting organizes a leadership retreat, and together, they develop a two-day event focused on executive skills training. They market it to their combined networks, with 40 executives attending, each paying \$1,500 for the experience. They split the revenue, earning \$30,000 each.

Synergy Potential:

Their identical branding and mission create a seamless partnership, allowing for unified messaging and a strong value proposition for clients seeking comprehensive coaching solutions.

Action Items:

1. Develop a shared marketing strategy for the leadership retreat, targeting both customer bases.
2. Create a joint curriculum that highlights unique strengths from both businesses.

3. Schedule a planning meeting next week to finalize details and set dates for the event.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

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Reasoning:

Both businesses serve similar high-level clientele but do not directly compete. They can create a referral network to benefit from each other's client bases.

Value Proposition:

By referring clients to each other, they could increase their customer base by 15-20% over the next year, leading to an estimated additional revenue of \$50,000.

Collaboration Example:

If Business A identifies a corporate client needing specific training that Business B specializes in, they could refer that client to Business B. In return, Business B could refer clients needing general coaching services back to Business A. This cyclical referral can create a consistent lead flow for both.

Synergy Potential:

Their overlapping target markets allow them to enhance their service offerings without added competition, turning potential clients into mutual referrals.

Action Items:

1. Create a formal referral agreement outlining terms and commission for referred clients.
2. Set up a joint meeting with key staff to discuss shared target clients and referral processes.
3. Develop a co-branded marketing piece to announce the referral partnership to both client bases.

Value: MEDIUM

MUTUAL BENEFIT