

BUSINESS RELATIONSHIP ANALYSIS

Genuine Coaching & Consulting!" The P-Way S

4 Relationships Identified

BUSINESS PROFILES

Genuine Coaching & Consulting

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

The P-Way Solutions LLC

Contact: Pervis Lowman
Industry: Real Estate
Commercial Janitorial Services

REFERRAL 1/4

75% conf

Genuine Coaching & Consulting!" The P-Way Solutions LLC

Reasoning:

Genuine Coaching & Consulting targets business owners and corporate executives, who are likely to require janitorial services for their offices. Conversely, The P-Way Solutions LLC serves a broad market that includes small businesses and commercial clients who might benefit from coaching and training services.

Value Proposition:

Introducing Genuine Coaching's clients to The P-Way Solutions could generate \$10,000 in annual referral fees for Genuine while enhancing service offerings for The P-Way.

Collaboration Example:

Genuine Coaching could refer its corporate clients to The P-Way Solutions for their office cleaning needs, while The P-Way could promote Genuine's coaching services during client onboarding. For example, a corporate exec from a referred client might sign up for a \$5,000 coaching package after hearing about it from The P-Way's team during a service visit.

Synergy Potential:

The unique synergy lies in their ability to serve complementary needs of the same target market, allowing for a seamless referral system that enhances client satisfaction and retention for both businesses.

Action Items:

1. Set up a meeting between Reden Dionisio and Pervis Lowman to discuss referral terms and processes.
2. Create a co-branded brochure highlighting each other's services for distribution to respective clients.
3. Develop a quarterly check-in schedule to evaluate referral success and adjust strategies as needed.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 2/4

65% conf

The P-Way Solutions LLC | Genuines Coaching & Consulting

Reasoning:

The P-Way Solutions LLC serves businesses that can benefit from leadership coaching and training, making Genuines Coaching a valuable referral for their clients looking to improve staff performance and operations.

Value Proposition:

Each successful referral from The P-Way to Genuines could result in a 10% commission on services sold, potentially generating \$5,000 in new business for Genuines within the year.

Collaboration Example:

During a janitorial service contract negotiation, The P-Way Solutions could introduce a cleaning client to Genuines' coaching programs. For instance, if a small business engages The P-Way and expresses concerns about employee productivity, the P-Way team can immediately recommend Genuines' services to address these issues, potentially leading to a coaching contract worth \$2,500.

Synergy Potential:

This partnership is distinct because it merges operational efficiency with leadership development, enhancing the overall service value to clients who are looking to not only maintain clean spaces but also improve their business practices.

Action Items:

1. Develop a training for The P-Way's staff on how to identify clients who could benefit from coaching services.
2. Create a joint marketing campaign targeting businesses in Jacksonville that highlights the combined benefits of janitorial services and coaching.
3. Schedule a workshop where both businesses can present their services to each other's client bases to generate leads.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 3/4

80% conf

The P-Way Solutions LLC ! Genuines Coaching & Consulting

Reasoning:

Both businesses target similar customer segments, including small business owners and executives. The P-Way Solutions can refer Genuines Coaching & Consulting to its clients who need leadership training, while Genuines can recommend P-Way's cleaning services to businesses looking to maintain a professional environment.

Value Proposition:

The P-Way Solutions can tap into Genuines' network for new contracts, potentially increasing revenue by 20%. Genuines gains access to a steady stream of referrals from P-Way's client base.

Collaboration Example:

During a networking event, The P-Way Solutions introduces Genuines Coaching & Consulting to a local small business that is struggling with employee engagement. After a series of coaching sessions, the business reports improved morale and productivity, leading to a contract for P-Way to maintain their office cleanliness, generating \$10,000 in revenue for P-Way and further establishing Genuines' reputation.

Synergy Potential:

The unique synergy arises from their complementary services; while P-Way focuses on creating a clean workspace, Genuines enhances the leadership and coaching skills of those within that space, creating a holistic approach to business improvement.

Action Items:

1. Schedule a joint meeting to discuss referral opportunities and establish a formal referral agreement.
2. Create joint marketing materials highlighting how both services can benefit small businesses.
3. Attend local business networking events together to leverage each other's contacts.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 4/4

75% conf

Genuines Coaching & Consulting ! The P-Way Solutions LLC

Reasoning:

Genuines Coaching & Consulting specializes in coaching executives and small business owners who may require reliable janitorial services to maintain their office environments. By referring clients to The P-Way Solutions, Genuines can enhance their service offerings without direct competition.

Value Proposition:

Genuines can offer their clients improved workspace conditions through P-Way's services, potentially increasing client satisfaction and retention rates. P-Way could see an increase in business contracts from Genuines' referrals, targeting a revenue boost of 15%.

Collaboration Example:

Genuines sets up a workshop for local business leaders on improving workplace culture and mentions The P-Way Solutions as a trusted provider for office cleaning services. At the end of the workshop, several attendees express interest in a consultation with P-Way, leading to three new contracts worth approximately \$12,000.

Synergy Potential:

This relationship is unique as it allows Genuines to offer a comprehensive solution that integrates personal development with physical workspace enhancement, leading to better overall business performance for clients.

Action Items:

1. Develop a co-branded brochure that emphasizes the importance of a clean workspace in conjunction with effective leadership coaching.
2. Plan a series of webinars where Genuines discusses productivity while showcasing P-Way's cleaning solutions.
3. Initiate an email campaign targeting Genuines' client list to introduce P-Way's services with a special offer.

Value: MEDIUM

MUTUAL BENEFIT
