

BUSINESS RELATIONSHIP ANALYSIS

Be Present Detalles!" Celebrate & Smile International Steppers

2 Relationships Identified

BUSINESS PROFILES

Be Present Detalles

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

Celebrate & Smile International Steppers

Contact: Tiffany Barksdale
Industry: Arts & Creative
community/employee enhancement through art of dance

COLLABORATION 1/2

80% conf

Celebrate & Smile International Steppers!" Be Present Detalles

Reasoning:

Celebrate & Smile International Steppers can provide engaging dance workshops at Be Present Detalles' events, enhancing the experiential offerings. This collaboration creates a unique blend of art and event planning that will attract more clients to both businesses.

Value Proposition:

By collaborating on events, both businesses can increase their client base by 30% through cross-promotion and the unique offering of dance experiences at events.

Collaboration Example:

For example, during a romantic event hosted by Be Present Detalles, they could integrate a 'Dance Under the Stars' segment where Tiffany's team leads couples in a fun dance lesson. This would not only add value to the event but also allow Celebrate & Smile to showcase their services, potentially leading to future class registrations. Be Present could charge \$200 more for the event, while Celebrate & Smile earns \$500 for the session.

Synergy Potential:

This partnership stands out because it combines the creative energy of dance with the elegance of professional event planning, creating memorable experiences that neither could achieve alone.

Action Items:

1. Schedule a meeting between Tiffany and De'Ana to discuss potential event dates and themes.
2. Design a joint marketing plan to promote the new dance experience at upcoming events.
3. Create a package deal for clients that includes both event planning and dance lessons.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Be Present Detalles |' Celebrate & Smile International Steppers

Reasoning:

Be Present Detalles caters to busy professionals and couples who might also be interested in dance classes for personal enhancement, making them a perfect referral source for Celebrate & Smile.

Value Proposition:

By referring clients to Celebrate & Smile, Be Present can enhance their event offerings and earn a commission on each referral, potentially increasing their revenue by 20%.

Collaboration Example:

For instance, Be Present could include a referral card for Celebrate & Smile in their welcome packets for clients booking romantic events. If just 10 clients enroll in dance classes as a result, Celebrate & Smile earns \$1,000, and Be Present could receive a 10% commission.

Synergy Potential:

The unique synergy lies in their overlapping target markets—couples and professionals seeking enhancement in their lives—allowing them to provide complementary services that enrich client experiences.

Action Items:

1. Develop a referral agreement between both businesses outlining commission structures.
2. Create promotional materials highlighting Celebrate & Smile's dance classes to distribute at Be Present events.
3. Monitor the referral process to track leads and conversions, adjusting the strategy based on results.

Value: MEDIUM

MUTUAL BENEFIT