

# BUSINESS RELATIONSHIP ANALYSIS

## Genuines Coaching & Consulting !” Jazzi’s Cr

4 Relationships Identified

### BUSINESS PROFILES

#### Genuines Coaching & Consulting

Contact: Reden Dionisio

Industry: Technology

Coaching, Speaking, Training

#### Jazzi’s Creations

Contact: Jasmyne Irizarry

Industry: Events & Gifts

DIY Craft Studio & Personalized Gift Shop

### COLLABORATION 1/4

85% conf

#### Jazzi’s Creations !’ Genuines Coaching & Consulting

##### Reasoning:

Jazzi’s Creations can provide engaging DIY craft workshops for Genuines Coaching & Consulting's corporate clients to enhance team-building experiences. This collaboration leverages Jazzi's expertise in crafting with Genuines' focus on coaching, creating a unique offering that both can market.

##### Value Proposition:

Each workshop can generate \$500 in revenue for Jazzi, while Genuines can charge clients a premium for a more interactive and engaging team-building experience, potentially increasing their service rates by 20%.

##### Collaboration Example:

Genuines plans a quarterly retreat for a corporate client, where Jazzi’s Creations leads a 3-hour workshop on creating custom, branded merchandise. Employees design their own stress balls and mugs, which they can take home, while Jazzi earns \$500 for the workshop and Genuines enhances their client offering with a memorable, hands-on activity.

##### Synergy Potential:

Combining Jazzi's creative craft approach with Genuines' coaching expertise offers a unique blend of fun and professional development, making their collaboration stand out in a market often dominated by traditional training methods.

**Action Items:**

1. Schedule an introductory meeting to discuss potential workshop themes and logistics.
2. Develop a joint marketing plan to promote the team-building workshops targeting corporate clients.
3. Create a feedback loop post-workshop to assess engagement and gather testimonials for future marketing.

Value: HIGH

MUTUAL BENEFIT

**REFERRAL 2/4**

70% conf

Genuines Coaching & Consulting | Jazzi's Creations

**Reasoning:**

Genuines Coaching & Consulting serves business owners and corporate executives, many of whom could benefit from Jazzi's personalized gift offerings for client appreciation or employee rewards.

**Value Proposition:**

Genuines can earn a referral fee of 10% for each client they direct to Jazzi, which can lead to \$250-\$500 per month in additional revenue based on referral volume.

**Collaboration Example:**

During their coaching sessions, Genuines identifies a corporate client looking for unique gift options for their upcoming employee recognition event. Genuines refers them to Jazzi, who provides a custom order of personalized gift baskets. This referral not only earns Genuines a \$100 fee but also strengthens their relationship with the client by offering a valuable resource.

**Synergy Potential:**

The synergy lies in Genuines' established network of corporate clients who value innovative and personalized solutions, making Jazzi's offerings a perfect fit for enhancing client relationships.

**Action Items:**

1. Create a referral agreement outlining commission structures and responsibilities.
2. Develop a brochure or digital resource that Genuines can easily share with clients highlighting Jazzi's services.
3. Set up a quarterly review to evaluate referral success and explore additional collaboration opportunities.

Value: MEDIUM

MUTUAL BENEFIT

## Jazzi's Creations !' Genuines Coaching &amp; Consulting

**Reasoning:**

Jazzi's Creations can leverage Genuines Coaching & Consulting's expertise in team dynamics to enhance their team-building workshops. By integrating coaching strategies into Jazzi's craft sessions, they can provide a more enriching experience that appeals to corporate clients.

**Value Proposition:**

Increased revenue through enhanced workshop offerings, estimated additional \$1,500 per workshop as corporate clients are willing to pay for improved employee engagement.

**Collaboration Example:**

Jazzi's Creations hosts a workshop where Genuines Coaching leads a 2-hour session on team building followed by a creative craft activity where employees design their own team mugs. Each participant pays \$100, and with 20 attending, Jazzi earns \$2,000, while Genuines earns \$500 for their coaching services, resulting in a combined engagement that strengthens client relationships for both businesses.

**Synergy Potential:**

The unique pairing of hands-on creativity with strategic coaching enhances the value proposition for corporate clients, making their team-building events more memorable and impactful than traditional offerings.

**Action Items:**

1. Schedule a meeting between Jasmyne and Reden to brainstorm workshop ideas.
2. Develop a joint marketing plan to promote the new workshop offering to local businesses.
3. Create a feedback mechanism post-workshop to measure results and refine future collaborations.

Value: HIGH

MUTUAL BENEFIT

## Genuines Coaching &amp; Consulting !' Jazzi's Creations

**Reasoning:**

Genuines Coaching & Consulting works with C-suite executives and small business owners who may be looking for unique corporate gifts or team-building activities, which Jazzi's Creations specializes in. Referring clients to each other can create a steady stream of business.

**Value Proposition:**

Potential for at least 10 referrals per quarter, generating an estimated additional \$5,000 in revenue for Jazzi's Creations.

**Collaboration Example:**

Genuines Coaching hosts a quarterly leadership retreat and needs personalized gifts for attendees. They refer their clients to Jazzi's Creations for custom gift baskets. Jazzi provides 50 baskets at \$100 each, yielding \$5,000 in revenue for Jazzi and enhancing Genuines' service offering.

**Synergy Potential:**

The intersection of Jazzzi's personalized gifts with Genuines' high-level corporate coaching creates a unique relationship where both businesses can enhance their service offerings, leading to higher client satisfaction and loyalty.

**Action Items:**

- 1. Create a referral agreement that outlines commission structures for each referral.
- 2. Develop a promotional piece showcasing Jazzzi's offerings to share with Genuines' clients.
- 3. Host a joint networking event to connect both client bases and showcase each other's services.

Value: MEDIUM

MUTUAL BENEFIT

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