

BUSINESS RELATIONSHIP ANALYSIS

ALYS Always Love Yourself!" Free Agents I

2 Relationships Identified

BUSINESS PROFILES

ALYS Always Love Yourself

Contact: Cenita Williamson

Industry: Professional Services

Skincare Products to consumers and businesses

Free Agents Inc

Contact: James Higbe

Industry: Professional Services

Key people to solve you business issue

REFERRAL 1/2

75% conf

Free Agents Inc!' ALYS Always Love Yourself

Reasoning:

Free Agents Inc specializes in solving business issues for companies, while ALYS Always Love Yourself targets mature women with skincare products. They both serve businesses and consumers, but do not directly compete, making referrals feasible.

Value Proposition:

By referring clients to ALYS, Free Agents can enhance their service offerings and potentially earn commission on referred sales, while ALYS gains access to small- to medium-sized businesses that may purchase their products.

Collaboration Example:

Free Agents Inc could refer their business clients, particularly those in the wellness and beauty sectors, to ALYS for skincare products tailored to their employees. For example, if a local spa seeks to improve employee wellness, Free Agents could connect them with ALYS, leading to a potential \$1,000 order. In return, Free Agents could negotiate a 15% referral fee on sales generated from these leads.

Synergy Potential:

The unique synergy lies in their complementary services—Free Agents focuses on business solutions, while ALYS enhances employee wellness and client offerings through skincare, creating a holistic approach to business health.

Action Items:

1. Set up an introductory meeting between Free Agents and ALYS to discuss referral structures.
2. Develop a co-branded brochure detailing the benefits of ALYS products for businesses.
3. Create a referral program where Free Agents earns commission for every successful sale made through their referrals.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

ALYS Always Love Yourself! Free Agents Inc

Reasoning:

ALYS Always Love Yourself can refer business clients to Free Agents Inc for professional services, especially those needing support in operational efficiency or employee wellness, fitting both companies' target markets.

Value Proposition:

By referring their business clients that need operational help, ALYS can strengthen relationships while earning a referral fee, and Free Agents gains new clients looking for business solutions.

Collaboration Example:

If ALYS is approached by a beauty school looking to improve their business practices, they can connect them with Free Agents. If Free Agents successfully brings in new processes that enhance the school's operations, ALYS could earn a 10% commission on the consulting fee, estimated at \$2,500, generating \$250 for the referral.

Synergy Potential:

The pairing is unique because it combines beauty and wellness with business efficiency, creating a comprehensive service for clients in the beauty industry that enhances both employee satisfaction and client experience.

Action Items:

1. Draft a referral agreement outlining the terms for ALYS to refer clients to Free Agents.
2. Create tailored marketing materials that highlight the benefits of Free Agents' services for beauty-related businesses.
3. Host a joint webinar about business efficiency in the beauty industry, promoting both brands.

Value: MEDIUM

MUTUAL BENEFIT