

BUSINESS RELATIONSHIP ANALYSIS

Communicate Design & Marketing !” Genuines Coach

4 Relationships Identified

BUSINESS PROFILES

Communicate Design & Marketing

Contact: Kate Reeve

Industry: Marketing & Design

Websites, Branding, Marketing Strategy and more

Genuines Coaching & Consulting

Contact: Reden Dionisio

Industry: Technology

Coaching, Speaking, Training

REFERRAL 1/4

75% conf

Genuines Coaching & Consulting !” Communicate Design & Marketing

Reasoning:

Genuines Coaching & Consulting targets business owners and corporate execs, while Communicate Design & Marketing focuses on founders and service businesses. There is a significant overlap in clientele, allowing both businesses to refer clients to each other without competition.

Value Proposition:

Both businesses can increase their client base by 20% through referrals, leading to an estimated additional revenue of \$10,000 per quarter for each.

Collaboration Example:

Genuines Coaching could refer their clients who need branding and marketing services to Communicate Design. For instance, if a corporate client is looking to revamp their image, Reden could suggest Kate's services, and in return, Kate could direct her clients needing leadership training to Genuines, creating a steady stream of referrals for both.

Synergy Potential:

This pairing is unique because Genuines focuses on high-level business coaching, while Communicate excels in creative marketing, providing a well-rounded service package for their shared clientele.

Action Items:

1. Schedule a meeting to discuss client profiles and identify referral opportunities.

2. Create a referral agreement outlining the terms and potential commissions for referred clients.
3. Develop a joint marketing campaign targeted at their overlapping clientele.

Value: HIGH

MUTUAL BENEFIT

VENDOR 2/4

65% conf

Communicate Design & Marketing | Genuines Coaching & Consulting

Reasoning:

Communicate Design & Marketing could utilize Genuines Coaching & Consulting's services to enhance their internal team training and leadership skills, benefiting from the coaching provided to improve overall business operations.

Value Proposition:

By engaging Genuines for team coaching, Communicate can improve employee performance and client interaction, potentially increasing project success rates and client retention by up to 30%.

Collaboration Example:

Communicate could hire Genuines to conduct a series of workshops for their team on effective communication and leadership skills. This could lead to improved client presentations and a smoother project management process, increasing client satisfaction and repeat business.

Synergy Potential:

The unique synergy lies in the fact that Communicate's creative team can significantly benefit from enhanced leadership and communication skills, which are pivotal for their service-driven industry.

Action Items:

1. Develop a customized coaching program specifically designed for Communicate's team.
2. Set measurable goals for team improvement and client satisfaction post-training.
3. Schedule a follow-up to assess the impact of the coaching on project outcomes.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 3/4

75% conf

Communicate Design & Marketing | Genuines Coaching & Consulting

Reasoning:

Communicate Design & Marketing targets service businesses and entrepreneurs, while Genuines Coaching & Consulting focuses on C-suite executives and small business owners. This overlap allows for mutual referrals where Communicate can send clients seeking coaching and consulting services to Genuines, and vice versa for marketing needs.

Value Proposition:

Increased client base through referrals, potentially increasing revenue by 20% for both businesses.

Collaboration Example:

When Communicate signs a new client from the startup sector looking for branding services, they can refer them to Genuines for executive coaching tailored to new business leaders. In return, Genuines can refer clients needing marketing strategies to Communicate, creating a steady flow of qualified leads for both parties.

Synergy Potential:

The unique synergy comes from their complementary skill sets; while Communicate focuses on creative marketing solutions, Genuines provides critical coaching for leadership, making them a comprehensive resource for startup founders and small business owners.

Action Items:

1. Schedule a meeting between Kate Reeve and Reden Dionisio to discuss mutual referral opportunities.
2. Develop a referral agreement outlining terms and incentives for both businesses.
3. Create joint marketing materials that showcase both businesses' services to potential clients.

Value: HIGH

MUTUAL BENEFIT

COLLABORATION 4/4

65% conf

Communicate Design & Marketing | Genuines Coaching & Consulting

Reasoning:

Both businesses can enhance their service offerings through joint events, such as workshops or seminars, combining marketing strategies and coaching techniques that appeal to their shared target markets.

Value Proposition:

Joint events can attract larger audiences, potentially increasing revenue per event by 30% and enhancing brand visibility for both companies.

Collaboration Example:

They could co-host a workshop titled 'Building Your Brand as a Leader,' where Communicate provides branding insights, and Genuines offers leadership coaching. The event could draw 50 participants, charging \$100 per ticket, generating \$5,000 in total, which they can split based on their contributions.

Synergy Potential:

This partnership is unique because it combines the creative aspect of branding with the strategic focus of leadership development, providing a holistic approach that neither could offer alone.

Action Items:

1. Identify a suitable venue and date for the workshop and confirm availability.
2. Develop a joint marketing plan to promote the workshop across both businesses' networks.
3. Create a follow-up strategy to convert workshop attendees into paying clients for both services.

Value: MEDIUM

MUTUAL BENEFIT