

# BUSINESS RELATIONSHIP ANALYSIS

## Be Present Detalles !” The Collective Om

2 Relationships Identified

### BUSINESS PROFILES

#### Be Present Detalles

Contact: De’Ana Aguas

Industry: Professional Services

Events and Experiences

#### The Collective Om

Contact: Ashlyn Schwartz

Industry: Health & Wellness

Holistic health services for individuals and small teams

### COLLABORATION 1/2

80% conf

#### The Collective Om !” Be Present Detalles

##### Reasoning:

Both businesses cater to individuals and teams focused on personal growth and experiences, making collaboration on wellness events appealing. By combining The Collective Om's holistic health expertise with Be Present Detalles' event planning, they can create unique experiences that resonate with their target markets.

##### Value Proposition:

They can jointly host wellness retreats or workshops, attracting new clients and increasing revenue through ticket sales and service packages, potentially generating \$10,000 per event.

##### Collaboration Example:

The Collective Om and Be Present Detalles could co-host a 'Wellness Weekend Retreat' at a local venue, featuring yoga sessions, guided meditations, and wellness workshops. Attendees would pay \$250 each, and with 40 participants, they would both earn \$5,000, while also gaining access to new clients for future services.

##### Synergy Potential:

Their unique synergy lies in the integration of holistic health with experiential events, creating a comprehensive offering that enhances client well-being in an engaging setting, unlike traditional wellness workshops.

##### Action Items:

1. Schedule a joint brainstorming session to outline workshop content and logistics.

2. Develop a marketing plan targeting their combined client lists to promote the event.
3. Create a shared online sign-up platform to streamline ticket sales and client communication.

Value: HIGH

MUTUAL BENEFIT

## REFERRAL 2/2

70% conf

### Be Present Detalles !' The Collective Om

#### Reasoning:

Both businesses target similar demographics, with Be Present Detalles serving busy professionals and couples who may also benefit from holistic health services offered by The Collective Om. Referring clients to each other could enhance customer satisfaction.

#### Value Proposition:

By referring clients, both businesses increase customer retention and potentially cross-sell services, leading to an estimated additional \$2,000 in monthly revenue through referrals.

#### Collaboration Example:

Be Present Detalles could offer a 'Wellness Package' that includes a referral to The Collective Om's services, providing clients with a holistic health consultation after organizing an event. For every 10 referrals, they could earn a \$500 commission from The Collective Om, increasing their service value and customer loyalty.

#### Synergy Potential:

This pairing is unique as it combines the elements of health and experiential services, creating a seamless journey for clients looking for both personal growth and memorable experiences in their busy lives.

#### Action Items:

1. Create a referral agreement outlining commission structures and service exchanges.
2. Develop joint marketing materials highlighting the benefits of both services in promotional campaigns.
3. Train both teams on each other's offerings to facilitate effective client referrals.

Value: MEDIUM

MUTUAL BENEFIT