

# BUSINESS RELATIONSHIP ANALYSIS

Free Agents Inc!" Genuines Coaching & Cons

4 Relationships Identified

## BUSINESS PROFILES

### Free Agents Inc

Contact: James Higbe

Industry: Professional Services

Key people to solve you business issue

### Genuines Coaching & Consulting

Contact: Reden Dionisio

Industry: Technology

Coaching, Speaking, Training

PARTNER 1/4

80% conf

Genuines Coaching & Consulting ! Free Agents Inc

#### Reasoning:

Genuines Coaching & Consulting specializes in coaching and training, while Free Agents Inc provides key personnel to solve business issues. Their combined expertise can create comprehensive solutions for companies, enhancing client offerings.

#### Value Proposition:

By partnering, they can create bundled service packages that attract more clients, potentially increasing revenue by 30% through joint marketing efforts.

#### Collaboration Example:

Genuines Coaching & Consulting could design a leadership development program, with Free Agents Inc supplying experienced mentors for the program. For example, they could launch a six-week program for companies in Jacksonville where participants receive coaching from Reden and mentorship from James's network, charging \$2,500 per company for a cohort of up to 10 participants, splitting the revenue.

#### Synergy Potential:

This partnership uniquely combines coaching with access to seasoned professionals, giving clients a two-pronged approach to business development that neither could offer alone.

**Action Items:**

1. Schedule a joint planning session to outline service offerings and pricing models.
2. Develop marketing materials highlighting the benefits of the combined program.
3. Identify and reach out to potential pilot clients for initial feedback and interest.

Value: HIGH

MUTUAL BENEFIT

**REFERRAL 2/4**

70% conf

Free Agents Inc / Genuines Coaching & Consulting

**Reasoning:**

Both businesses target similar markets, with Genuines focusing on senior managers and executives, while Free Agents serves companies of 5 to 250 employees. They can refer clients to each other without competing.

**Value Proposition:**

Through a referral agreement, both businesses can expand their client base by up to 20%, as they can offer additional services to existing customers.

**Collaboration Example:**

When Free Agents Inc encounters a client needing executive coaching, they can refer them to Genuines, while Genuines can direct clients needing operational solutions to Free Agents. For example, if a mid-sized tech firm approaches Genuines for leadership coaching, they can recommend Free Agents for operational support, generating a referral fee of 15% on any new business.

**Synergy Potential:**

This relationship is unique because it allows both firms to enhance their service portfolio without diluting their brand, creating a trusted network for clients.

**Action Items:**

1. Establish a formal referral agreement, outlining the terms and referral fees.
2. Create a joint client intake form to identify which services each client needs.
3. Host a networking event to introduce both businesses' client bases to each other.

Value: MEDIUM

MUTUAL BENEFIT

## PARTNER 3/4

75% conf

Free Agents Inc !' Genuines Coaching & Consulting

### Reasoning:

Both businesses target professionals and organizations that require expertise in leadership and operational efficiency. Free Agents Inc could leverage Genuines Coaching & Consulting's training programs to enhance their service offerings, while Genuines could utilize Free Agents' network to reach a wider audience.

### Value Proposition:

By collaborating, Free Agents can potentially increase their service diversity and revenue by 20% through bundled offerings, while Genuines can access a broader client base, increasing their customer acquisition rates.

### Collaboration Example:

Free Agents Inc could bundle their business issue resolution services with Genuines' executive coaching workshops. For example, they could offer a package where a client receives a strategic consultation and a follow-up coaching session for C-suite leaders. This could be marketed as a comprehensive solution for organizations undergoing transitions, with a projected revenue of \$10,000 from the first three clients in the pilot phase.

### Synergy Potential:

The unique synergy arises from combining Free Agents' deep operational insights with Genuines' executive coaching expertise, creating a holistic business improvement package that neither could offer alone.

### Action Items:

1. Schedule a meeting between James Higbe and Reden Dionisio to discuss potential package offerings.
2. Develop a joint marketing strategy to promote the bundled services to existing and new clients.
3. Create a pilot program for the bundled services and analyze client feedback for future adjustments.

Value: HIGH

MUTUAL BENEFIT

## REFERRAL 4/4

60% conf

Genuines Coaching & Consulting !' Free Agents Inc

### Reasoning:

Both businesses serve similar target markets, but without direct competition. Genuines Coaching & Consulting can refer clients needing specialized business solutions to Free Agents Inc, while Free Agents can refer clients looking for coaching to Genuines.

### Value Proposition:

This referral relationship can enhance both businesses' offerings, potentially increasing client retention rates and generating additional revenue streams through referral fees, estimated at 10% of the first project fee.

### Collaboration Example:

If a C-suite executive attending one of Genuines' workshops expresses difficulty in resolving internal conflicts, Genuines can refer them to Free Agents Inc for specialized problem-solving services. For example, if Free Agents secures a \$5,000 engagement from a referred client, Genuines earns a \$500 referral fee and strengthens their client relationship by providing comprehensive support.

**Synergy Potential:**

The combination of Genuines' coaching insights and Free Agents' problem-solving capabilities creates a seamless service experience for clients, fostering loyalty and trust that neither could achieve alone.

**Action Items:**

1. Draft a referral agreement that outlines terms and potential revenue sharing.
2. Create a joint referral form for easy client handoff between the two businesses.
3. Develop a joint communication plan to inform clients about the new referral partnership.

Value: MEDIUM

MUTUAL BENEFIT

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