

# BUSINESS RELATIONSHIP ANALYSIS

Genuine Coaching & Consulting!" Jamz Trainings

4 Relationships Identified

## BUSINESS PROFILES

### Genuine Coaching & Consulting

Contact: Reden Dionisio  
Industry: Technology  
Coaching, Speaking, Training

### Jamz Trainings

Contact: James Robinson  
Industry: Health & Wellness  
Personal Training & Sports Massage Therapy

REFERRAL 1/4

75% conf

Genuine Coaching & Consulting!" Jamz Trainings

#### Reasoning:

Genuine Coaching & Consulting targets corporate executives and senior managers, while Jamz Trainings serves middle-age recreational athletes. They could refer their clients to each other without competing, creating a strong referral network.

#### Value Proposition:

By establishing a referral program, both businesses could potentially increase their client base by 25%, leading to significant revenue growth for both parties.

#### Collaboration Example:

Genuine Coaching & Consulting could refer their clients who are looking to improve their physical health and wellness to Jamz Trainings. For instance, during a leadership workshop, Reden could introduce James to 20 corporate clients, leading to a potential 10-15 sign-ups for Jamz's training programs, generating an estimated \$3,000 in new revenue.

#### Synergy Potential:

This pairing is unique due to their distinct yet complementary clientele; corporate executives often seek wellness solutions for personal and professional growth, making it a natural fit for referrals.

### Action Items:

1. Develop a structured referral agreement that outlines incentive structures.
2. Host a joint event where both businesses can showcase their services, such as a health and wellness seminar for corporate clients.
3. Create co-branded marketing materials that highlight the benefits of both coaching and personal training.

Value: MEDIUM

MUTUAL BENEFIT

## COLLABORATION 2/4

65% conf

Jamz Trainings ! Genuines Coaching & Consulting

### Reasoning:

Jamz Trainings could collaborate with Genuines Coaching & Consulting to provide wellness workshops for corporate teams, enhancing employee performance and morale.

### Value Proposition:

This collaboration could lead to workshops priced at \$1,500 each, with the potential for at least one workshop per month, generating \$18,000 annually for both businesses combined.

### Collaboration Example:

Jamz Trainings could conduct a 'Work-Life Balance' workshop at Genuines Coaching's upcoming leadership conference. They would create a program that includes physical wellness strategies and relaxation techniques, engaging 50 executives, leading to increased awareness of both brands and conversion to clients for personal training.

### Synergy Potential:

The unique synergy lies in the integration of mental and physical wellness, appealing to a corporate audience that values holistic employee health solutions.

### Action Items:

1. Plan a joint workshop agenda and schedule to present at Genuines Coaching's next event.
2. Develop promotional materials that highlight the benefits of physical and mental coaching together.
3. Set up a feedback mechanism to evaluate the success of the workshops for future improvements.

Value: HIGH

MUTUAL BENEFIT

## REFERRAL 3/4

75% conf

Jamz Trainings !' Genuines Coaching & Consulting

### Reasoning:

Jamz Trainings targets middle-age recreational athletes who may also hold executive positions or be small business owners, making them part of Genuines Coaching & Consulting's target market. Referrals could be mutually beneficial as both businesses can tap into each other's networks.

### Value Proposition:

By referring clients to each other, both businesses could increase their customer base significantly, potentially increasing revenue by up to 20% annually.

### Collaboration Example:

Jamz Trainings could refer clients who are C-suite executives or small business owners to Genuines Coaching & Consulting for leadership coaching. For example, after a training session, James Robinson identifies a client interested in improving their leadership skills and introduces them to Reden Dionisio, who then provides tailored coaching sessions. This could lead to a package deal where both businesses share a commission from each successful referral, enhancing client offerings.

### Synergy Potential:

The unique combination of health and wellness with coaching for executives creates a holistic offering that addresses both personal and professional development, appealing to clients who value well-rounded growth.

### Action Items:

1. Schedule an initial meeting to discuss potential referral structures and commission models.
2. Create a referral program that includes marketing materials for both businesses to promote the partnership.
3. Establish a joint networking event targeting middle-age professionals to showcase both services.

Value: MEDIUM

MUTUAL BENEFIT

## REFERRAL 4/4

70% conf

Genuines Coaching & Consulting !' Jamz Trainings

### Reasoning:

Genuines Coaching & Consulting serves C-suite executives and small business owners who may engage in recreational sports. These individuals could benefit from the personal training and sports massage services provided by Jamz Trainings.

### Value Proposition:

A referral program could increase Jamz Trainings' client base by connecting with high-income individuals who prioritize health, potentially adding \$15,000 in revenue from new clients annually.

### Collaboration Example:

Reden Dionisio could identify a business owner struggling with work-life balance who could benefit from stress-relief techniques offered by Jamz Trainings. After a coaching session, Reden recommends a tailored fitness program for this client, leading to a direct referral to James. The two businesses could agree on a referral incentive, ensuring both parties benefit from the client acquisition.

**Synergy Potential:**

This partnership uniquely combines high-level executive coaching with personal training, positioning both companies as champions of holistic well-being in the business community.

**Action Items:**

1. Develop a joint marketing flyer highlighting the benefits of fitness and wellness for executives, to be distributed at business events.
2. Host a combined workshop on work-life balance featuring both coaching and fitness advice.
3. Set up a quarterly meeting to review referral successes and adjust strategies accordingly.

Value: MEDIUM

MUTUAL BENEFIT

---