

# BUSINESS RELATIONSHIP ANALYSIS

## Be Present Detalles!" Free Agents Inc

2 Relationships Identified

### BUSINESS PROFILES

#### Be Present Detalles

Contact: De'Ana Aguas  
Industry: Professional Services  
Events and Experiences

#### Free Agents Inc

Contact: James Higbe  
Industry: Professional Services  
Key people to solve you business issue

### REFERRAL 1/2

75% conf

Be Present Detalles!" Free Agents Inc

#### Reasoning:

Both businesses target professionals but in different contexts. Be Present Detalles focuses on creating memorable events for busy professionals and couples, while Free Agents Inc provides solutions to business issues for companies. They can refer clients to each other who may need complementary services.

#### Value Proposition:

By referring clients to each other, both businesses can increase their client base by 15-20%, leading to potential revenue growth.

#### Collaboration Example:

When a client approaches Be Present Detalles for an event but also mentions needing help with team dynamics, De'Ana can refer them to Free Agents Inc for consulting. If the client hires Free Agents Inc, they can then refer Be Present Detalles for their event needs, creating a cycle of referrals.

#### Synergy Potential:

This partnership is unique because it combines event planning with business problem-solving, addressing both personal and professional customer needs, which can lead to more holistic solutions for clients.

#### Action Items:

1. Set up a referral agreement where each business tracks referrals and provides incentives for successful conversions.

2. Host a joint networking event where both businesses present their services to an audience of potential clients.
3. Create a shared marketing collateral piece that showcases how both services complement each other.

Value: MEDIUM

MUTUAL BENEFIT

## COLLABORATION 2/2

60% conf

Be Present Detalles | Free Agents Inc

### Reasoning:

Both businesses can collaborate on events that highlight Free Agents Inc's consulting services while showcasing Be Present Detalles' event planning expertise, creating a unique experience for attendees.

### Value Proposition:

This collaboration could generate an additional \$2,000-\$3,000 in revenue per event, plus increased visibility and client engagement for both parties.

### Collaboration Example:

Be Present Detalles organizes a 'Business Wellness Retreat' where Free Agents Inc provides a workshop on effective team management. At the event, 30 professionals attend, paying \$100 each, generating \$3,000 for Be Present Detalles, while Free Agents Inc showcases their consulting services to potential clients.

### Synergy Potential:

The combination of event planning with practical business solutions creates a compelling value proposition that can attract a diverse audience, helping both businesses stand out in their respective markets.

### Action Items:

1. Identify a date and venue for the Business Wellness Retreat and align on the workshop topics.
2. Develop a marketing strategy together to promote the event to both customer bases.
3. Create a feedback loop post-event to evaluate attendee satisfaction and potential follow-up business leads.

Value: HIGH

MUTUAL BENEFIT