

BUSINESS RELATIONSHIP ANALYSIS

Be Present Detalles!" Celebrate & Smile International Steppers

2 Relationships Identified

BUSINESS PROFILES

Be Present Detalles

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

Celebrate & Smile International Steppers

Contact: Tiffany Barksdale
Industry: Arts & Creative
community/employee enhancement through art of dance

COLLABORATION 1/2

85% conf

Celebrate & Smile International Steppers!" Be Present Detalles

Reasoning:

Both businesses target similar demographics, particularly busy professionals and couples. Celebrate & Smile International Steppers can enhance Be Present Detalles' events by providing dance workshops or performances, making the events more engaging and memorable.

Value Proposition:

Increased event attendance and customer satisfaction for Be Present Detalles, with potential revenue from added dance services; Celebrate & Smile can gain new clients and exposure through Be Present's events.

Collaboration Example:

Be Present Detalles is hosting a Valentine's Day gala targeting busy professionals and couples. Celebrate & Smile International Steppers can offer a 30-minute interactive dance workshop during the event. This not only entertains attendees but also promotes Celebrate & Smile's dance classes. Both businesses could split the ticket sales, potentially increasing revenue by 20% for Be Present while introducing 50 new leads for Celebrate & Smile's dance programs.

Synergy Potential:

This partnership uniquely blends an arts-based enhancement to professional events, ensuring that Be Present's offerings stand out in a crowded market while providing Celebrate & Smile with direct access to a higher-end clientele.

Action Items:

1. Schedule a meeting between Tiffany and De'Ana to discuss potential event collaborations.
2. Develop a pilot workshop for an upcoming Be Present event and outline the logistics.
3. Create joint marketing materials to promote the Valentine's Day gala with dance workshops included.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Be Present Detalles | Celebrate & Smile International Steppers

Reasoning:

Be Present Detalles serves busy professionals and couples, which aligns with Celebrate & Smile's target market. Be Present can refer clients looking for employee enhancement or couples seeking unique experiences to Celebrate & Smile.

Value Proposition:

Be Present can enhance its service offerings by providing clients with a trusted dance service, while Celebrate & Smile gains new clients through referrals without incurring marketing costs.

Collaboration Example:

During a corporate event planning session, Be Present Detalles encounters a client interested in team-building activities. De'Ana recommends Celebrate & Smile to provide a dance workshop as part of the team-building experience. This referral could lead to a \$2,000 contract for Celebrate & Smile while solidifying Be Present as a comprehensive event planner.

Synergy Potential:

The referral partnership leverages Be Present's established client relationships to introduce Celebrate & Smile's unique offerings, creating a seamless value addition for clients seeking memorable experiences.

Action Items:

1. Create a referral agreement outlining commission structures for leads generated.
2. Compile a brochure of Celebrate & Smile services to share with Be Present's clients.
3. Arrange a monthly check-in to discuss client feedback and referral successes.

Value: MEDIUM

MUTUAL BENEFIT