

# BUSINESS RELATIONSHIP ANALYSIS

Genuine Coaching & Consulting !" flow

4 Relationships Identified

## BUSINESS PROFILES

### Genuine Coaching & Consulting

Contact: Reden Dionisio

Industry: Technology

Coaching, Speaking, Training

### flow

Contact: Miguel Camargo

Industry: Professional Services

Coaching

REFERRAL 1/4

80% conf

flow !" Genuine Coaching & Consulting

#### Reasoning:

Both businesses operate in the coaching industry but cater to slightly different audiences. Flow specializes in coaching, while Genuine Coaching & Consulting provides a broader range of services including training and speaking to business owners and corporate executives. They can refer clients to each other based on specific needs.

#### Value Proposition:

Increased client base for both businesses through targeted referrals, potentially generating an additional \$5,000 in revenue per quarter from new client engagements.

#### Collaboration Example:

Flow can refer small business owners seeking personal coaching to Genuine Coaching & Consulting for their corporate training programs. For instance, if a client at Flow expresses the need for team training, Flow would introduce them to Reden, who could then conduct a tailored workshop for that client's team, generating \$1,500 for Genuine while maintaining a good relationship with the referral source.

#### Synergy Potential:

This pairing is unique as Flow's personal coaching can complement Genuine's corporate training, providing a holistic approach to client development that addresses both individual and team needs.

### Action Items:

1. Establish a referral agreement outlining the terms and conditions of client referrals.
2. Create a shared resource document detailing the services offered by both businesses to facilitate easier referrals.
3. Schedule a monthly meeting to review referral successes and discuss additional collaboration opportunities.

Value: MEDIUM

MUTUAL BENEFIT

## COLLABORATION 2/4

75% conf

Genuines Coaching & Consulting / flow

### Reasoning:

Genuines Coaching & Consulting can leverage Flow's coaching expertise to enhance their training workshops. By collaborating on sessions that combine personal coaching techniques with corporate training, they can offer a more comprehensive service to their clients.

### Value Proposition:

By integrating Flow's coaching methods into Genuines' training programs, they can potentially increase their package prices by 20%, leading to an estimated additional \$10,000 revenue per quarter.

### Collaboration Example:

Genuines Coaching & Consulting could host a workshop titled 'Leadership Through Personal Development' where Miguel from Flow conducts a session on personal coaching techniques. This unique angle could attract 30 corporate executives at \$500 each, generating \$15,000. Genuines handles logistics and marketing, while Flow delivers the coaching content.

### Synergy Potential:

The combination of Flow's personalized coaching style and Genuines' corporate training focus creates a distinctive offering that targets both individual growth and team performance, which is not commonly found in the market.

### Action Items:

1. Develop a joint workshop outline that integrates both coaching methods and corporate training.
2. Identify potential venues and marketing strategies for the workshop to maximize attendance.
3. Set a timeline for launching the first collaborative workshop within the next month.

Value: HIGH

MUTUAL BENEFIT

## COLLABORATION 3/4

80% conf

flow !' Genuines Coaching & Consulting

### Reasoning:

Both flow and Genuines Coaching & Consulting operate in the coaching space but focus on different aspects. Flow provides coaching services and could gain from Genuines' expertise in technology and training, while Genuines could enhance their offerings with flow's personalized coaching approach.

### Value Proposition:

By collaborating, flow could increase its market reach by tapping into Genuines' established client base, potentially increasing revenue by 20% through shared workshops and co-branded services.

### Collaboration Example:

Flow and Genuines could co-host a series of workshops targeting small business owners looking to leverage technology in their operations. For example, they could organize a workshop titled 'Tech-Driven Leadership: Elevate Your Business with Coaching and Tools,' where flow provides leadership coaching while Genuines showcases tech solutions. They can charge \$500 per participant and aim for 30 participants, generating \$15,000 in revenue, split equally.

### Synergy Potential:

This partnership uniquely combines flow's personalized coaching with Genuines' tech solutions, creating a comprehensive service that addresses both leadership and technological advancement, which is rare in the Jacksonville market.

### Action Items:

1. Schedule a meeting to discuss potential workshop themes and logistics.
2. Draft a joint marketing plan to promote the workshops through social media and email newsletters.
3. Set a timeline for the first workshop, aiming to launch within the next month.

Value: HIGH

MUTUAL BENEFIT

## REFERRAL 4/4

70% conf

Genuines Coaching & Consulting !' flow

### Reasoning:

Genuines Coaching & Consulting serves C-suite executives and small business owners, who may also benefit from flow's specialized coaching services. Genuines can refer clients who need more personalized coaching.

### Value Proposition:

Through referral arrangements, Genuines could earn referral fees or commissions, increasing their revenue by 10% while providing added value to their clients.

### Collaboration Example:

Genuines could identify clients who are looking for deeper personal development and refer them to flow. For instance, if an executive expresses a need for one-on-one coaching to improve team dynamics, Genuines can refer them to flow and negotiate a 15% referral fee on any resulting contracts.

**Synergy Potential:**

The unique synergy lies in Genuines' access to high-level clients who may not be aware of flow's services, enhancing both companies' offerings and expanding their reach in the executive market.

**Action Items:**

1. Create a referral agreement outlining commission structures and client referral processes.
2. Develop a training session for Genuines' team to understand flow's services and how to identify suitable referrals.
3. Initiate a feedback loop to track referred clients' progress and satisfaction.

Value: MEDIUM

MUTUAL BENEFIT

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