

# BUSINESS RELATIONSHIP ANALYSIS

Communikate Design & Marketing !” Genuines Coaching & Consulting

4 Relationships Identified

## BUSINESS PROFILES

### Communikate Design & Marketing

Contact: Kate Reeve

Industry: Marketing & Design

Websites, Branding, Marketing Strategy and more

### Genuines Coaching & Consulting

Contact: Reden Dionisio

Industry: Technology

Coaching, Speaking, Training

PARTNER 1/4

75% conf

Genuines Coaching & Consulting !” Communikate Design & Marketing

#### Reasoning:

Genuines Coaching & Consulting provides coaching and training services that can complement the marketing strategies offered by Communikate Design & Marketing. Together, they can create a comprehensive package that offers both business development and marketing solutions to their clients.

#### Value Proposition:

By collaborating, they can target a wider audience of business owners and corporate executives, potentially increasing sales by 20% through joint offerings.

#### Collaboration Example:

Genuines Coaching could launch a 'Business Growth Package' with Communikate Design, where they co-host a workshop series for small business owners. Each workshop would include a coaching session on business strategy by Genuines and a session on branding and marketing by Communikate. They could charge \$300 per participant, aiming for 20 participants per session, with both companies sharing the revenue.

#### Synergy Potential:

The combination of coaching expertise and marketing design creates a unique offering that addresses both the strategic and creative needs of businesses, making it a one-stop solution for growth.

### Action Items:

1. Schedule a brainstorming session to outline potential workshop topics and logistics.
2. Develop a joint marketing plan targeting local businesses to promote the 'Business Growth Package'.
3. Create promotional materials highlighting the benefits of the combined services.

Value: HIGH

MUTUAL BENEFIT

### REFERRAL 2/4

70% conf

Communikate Design & Marketing | Genuines Coaching & Consulting

### Reasoning:

Communikate Design & Marketing serves solo entrepreneurs and service businesses that often require coaching and training to enhance their business operations, making Genuines Coaching a suitable referral partner.

### Value Proposition:

Communikate can refer clients to Genuines, enhancing their service offerings while earning referral fees, potentially increasing their client base by 15%.

### Collaboration Example:

Whenever Communikate signs a new client for a branding project, they could conduct an initial business assessment and suggest Genuines' coaching services for entrepreneurs seeking to refine their business strategy. For every referral that results in a signed contract, Communikate could earn a \$200 referral fee.

### Synergy Potential:

This referral relationship allows Communikate to add value to their services while Genuines gains access to a new client base that is already engaged in business development.

### Action Items:

1. Develop a referral agreement outlining commission structures and responsibilities.
2. Train Communikate's team on Genuines' services to ensure effective client referrals.
3. Set up a tracking system to monitor referrals and their outcomes.

Value: MEDIUM

MUTUAL BENEFIT

## REFERRAL 3/4

80% conf

Communikate Design & Marketing | Genuines Coaching & Consulting

### Reasoning:

Communikate Design & Marketing targets founders and solo entrepreneurs, while Genuines Coaching & Consulting focuses on C-suite and small business owners. There is significant overlap in clientele, especially as founders often transition to executive roles, making referrals beneficial.

### Value Proposition:

By referring clients to each other, both businesses could increase their client base by 15-20%, leading to potential revenue increases of \$10,000 each in the next quarter.

### Collaboration Example:

Kate from Communikate sends out a monthly newsletter featuring Genuines Coaching's services, highlighting a case study where Reden helped a local startup increase its market reach. In return, Reden includes a mention of Communikate's branding services in his coaching sessions, providing leads for both businesses.

### Synergy Potential:

The pairing is unique because they can effectively serve at different stages of a business's lifecycle, from inception (Communikate) to growth and leadership development (Genuines). This creates a seamless referral pathway for clients.

### Action Items:

1. Set up a monthly referral agreement to track leads exchanged.
2. Create joint marketing materials that highlight each other's services.
3. Host a webinar together focusing on branding and leadership strategies for startups.

Value: HIGH

MUTUAL BENEFIT

70% conf

## REFERRAL 4/4

Genuines Coaching & Consulting | Communikate Design & Marketing

### Reasoning:

Genuines Coaching targets C-suite executives and small business owners who often need branding and marketing strategies, making them a potential source of referrals for Communikate.

### Value Proposition:

By referring clients needing marketing services to Communikate, Genuines can enhance its service offering and potentially increase its revenue by 10% through commission agreements.

### Collaboration Example:

Reden introduces Communikate's services during a training session for small business owners, explaining how a strong brand can elevate their business. In return, Kate offers a free consultation to any clients referred by Genuines, incentivizing the referral process.

**Synergy Potential:**

This relationship is especially beneficial as Genuines can reinforce the importance of branding in their coaching sessions, making Communikate's services more valuable to clients ready to implement growth strategies.

**Action Items:**

1. Arrange a meeting to discuss the details of a referral program.
2. Develop a joint presentation for Genuines' upcoming workshops that highlights the importance of branding.
3. Create a feedback loop to share success stories from referrals to encourage ongoing collaboration.

Value: HIGH

MUTUAL BENEFIT

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