

BUSINESS RELATIONSHIP ANALYSIS

Celebrate & Smile International Steppers !”

2 Relationships Identified

BUSINESS PROFILES

Celebrate & Smile International Steppers

Contact: Tiffany Barksdale

Industry: Arts & Creative

community/employee enhancement through art of dance

flow

Contact: Miguel Camargo

Industry: Professional Services

Coaching

COLLABORATION 1/2

85% conf

flow !’ Celebrate & Smile International Steppers

Reasoning:

Flow, specializing in coaching, can enhance Celebrate & Smile's dance workshops by integrating personal development sessions focused on team dynamics and employee relations. This collaboration would provide a well-rounded experience to clients looking to improve workplace culture through art and coaching.

Value Proposition:

Both businesses can attract new clients; flow can gain exposure to Celebrate & Smile's clientele, while Celebrate & Smile can offer a more comprehensive service, increasing their client retention and workshop pricing by 20%.

Collaboration Example:

Flow and Celebrate & Smile organize a 'Corporate Wellness Day' where employees from local companies participate in a full day of dance and coaching workshops. For example, a local tech firm sends 30 employees to improve teamwork and morale. Employees engage in a dance class followed by a coaching session on effective communication. Flow charges a fee of \$3,000 for the coaching sessions, while Celebrate & Smile earns \$2,000 from the dance workshops, creating a total revenue of \$5,000 for the event.

Synergy Potential:

The combination of coaching and dance uniquely addresses both mental and physical wellness, making the offering particularly attractive to companies focused on holistic employee development.

Action Items:

1. Schedule a meeting between Miguel and Tiffany to discuss the potential Corporate Wellness Day event.
2. Create a joint marketing strategy to promote the event to local businesses in Jacksonville.
3. Develop a package deal that includes both coaching and dance services to offer to prospective corporate clients.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Celebrate & Smile International Steppers !' flow

Reasoning:

Celebrate & Smile's target market includes companies looking to enhance employee relations, which often aligns with businesses seeking coaching services for personal and professional development. They can refer clients to flow when they identify a need for coaching.

Value Proposition:

Celebrate & Smile could earn a referral fee for every client they send to flow, while flow gains access to a new client base looking for coaching services, potentially increasing revenue by 15%.

Collaboration Example:

During a dance workshop, Tiffany notices a company struggling with team cohesion. She introduces them to Miguel, who then offers a tailored coaching program. If the company enrolls 10 employees at \$200 each for a coaching package, flow gains \$2,000, and Celebrate & Smile earns a \$200 referral fee.

Synergy Potential:

This referral partnership gives Celebrate & Smile added value to their services, allowing them to address client needs beyond dance, while flow benefits from direct access to corporate clients seeking improvement in team dynamics.

Action Items:

1. Establish a formal referral agreement outlining terms and commission structures between the two businesses.
2. Create marketing materials that highlight the benefits of coaching and dancing for team development to distribute at workshops.
3. Set up a follow-up system where Celebrate & Smile can track referrals and communicate feedback to flow.

Value: MEDIUM

MUTUAL BENEFIT