

BUSINESS RELATIONSHIP ANALYSIS

ALYS Always Love Yourself!" Grayland

2 Relationships Identified

BUSINESS PROFILES

ALYS Always Love Yourself

Contact: Cenita Williamson

Industry: Professional Services

Skincare Products to consumers and businesses

Grayland

Contact: Lauren Hubel

Industry: Real Estate

Commercial Real Estate Appraisal

REFERRAL 1/2

75% conf

Grayland!" Alys Always Love Yourself

Reasoning:

Grayland's target market includes property owners, many of whom may also be interested in skincare products, especially if they are mature women managing commercial properties. Alys can benefit from referrals to these property owners who may appreciate skincare products tailored for their demographic.

Value Proposition:

By referring clients to each other, both businesses could increase their sales significantly, tapping into each other's networks. For example, if Grayland refers just 10 clients to Alys and they each purchase an average of \$100 in skincare products, that results in \$1,000 in new revenue.

Collaboration Example:

Grayland includes Alys skincare product samples in their appraisal reports for commercial property owners, targeting mature women property managers. When these property owners receive their appraisal, they also get a voucher for a discount on Alys products. This not only provides added value to Grayland's clients but also drives sales for Alys.

Synergy Potential:

The unique synergy here lies in the overlap of demographics; both businesses cater to mature women, and Grayland's property owners could become loyal customers of Alys through targeted referrals.

Action Items:

1. Create a referral agreement that includes commission structures for each successful client referral.
2. Develop co-branded marketing materials that highlight the partnership and shared values.
3. Host a joint promotional event focusing on skincare and property management where both businesses can showcase their offerings.

Value: MEDIUM

MUTUAL BENEFIT

VENDOR 2/2

65% conf

ALYS Always Love Yourself! Grayland

Reasoning:

ALYS can provide skincare products to Grayland to offer as gifts or incentives to their clients, enhancing their service experience. This could improve client satisfaction and retention for Grayland while giving ALYS an entry point into a new customer base.

Value Proposition:

If Grayland purchases \$500 worth of ALYS products to use as client gifts, they can improve client relations and potentially increase repeat business by 20%, translating to an estimated \$5,000 in additional appraisal fees.

Collaboration Example:

Grayland orders a selection of ALYS's skincare products to include in their annual client appreciation gifts, showcasing the products in beautifully branded gift boxes. When property owners receive these gifts, they are delighted and more likely to refer Grayland to their peers, creating a win-win situation for both businesses.

Synergy Potential:

This pairing is unique as it allows Grayland to enhance their service offering with thoughtful gifts that resonate with their target demographic, while ALYS gains exposure through an established professional network.

Action Items:

1. Negotiate a bulk purchasing agreement between Grayland and ALYS for skincare products.
2. Coordinate a presentation where ALYS showcases their products at one of Grayland's client events.
3. Track client feedback and referral rates resulting from the gifting strategy to measure success.

Value: MEDIUM

MUTUAL BENEFIT