

BUSINESS RELATIONSHIP ANALYSIS

Enriquez Aesthetics !” Genuines Coaching & Consulting

4 Relationships Identified

BUSINESS PROFILES

Enriquez Aesthetics

Contact: Bianca Enriquez
Industry: Professional Services
Luxury facial experiences

Genuines Coaching & Consulting

Contact: Reden Dionisio
Industry: Technology
Coaching, Speaking, Training

REFERRAL 1/4

75% conf

Genuines Coaching & Consulting !” Enriquez Aesthetics

Reasoning:

Both businesses target individuals seeking improvement, but from different angles. Genuines Coaching focuses on business leaders who may also be interested in personal care, while Enriquez Aesthetics targets individuals looking for luxury skincare solutions.

Value Proposition:

Genuines Coaching can refer its clients, who may be interested in enhancing their appearance and confidence through skincare, to Enriquez Aesthetics, potentially increasing their revenue through new client acquisition.

Collaboration Example:

Genuines Coaching includes a skincare consultation session in their coaching programs, offering clients a free facial voucher to Enriquez Aesthetics. For every referred client that books a service, Enriquez pays Genuines 10% of the service fee, creating a consistent revenue stream for Genuines.

Synergy Potential:

This partnership uniquely aligns personal development with personal appearance, tapping into the holistic growth of business leaders who value both professional and personal enhancement.

Action Items:

1. Genuines Coaching to create a promotional package that includes the referral vouchers for Enriquez Aesthetics.

2. Enriquez Aesthetics to design a special facial package for Genuines Coaching's clients.
3. Schedule a joint marketing meeting to plan the launch of the referral program.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 2/4

60% conf

Enriquez Aesthetics !' Genuines Coaching & Consulting

Reasoning:

Enriquez Aesthetics serves clients who may also benefit from coaching in personal development, confidence, and self-image, creating a pathway for mutual referrals.

Value Proposition:

Enriquez Aesthetics can refer clients seeking personal growth to Genuines Coaching, enhancing client satisfaction and broadening Genuines' customer base, potentially increasing their revenue.

Collaboration Example:

Enriquez Aesthetics can offer a 'Confidence Boost' package that includes a skincare treatment and a voucher for a coaching session with Genuines Coaching. For each package sold, Genuines would offer Enriquez a flat fee, ensuring revenue for both businesses.

Synergy Potential:

The combination of aesthetics and coaching creates a unique offering that promotes both external appearance and internal confidence, appealing to individuals looking for comprehensive self-improvement.

Action Items:

1. Enriquez Aesthetics to develop a 'Confidence Boost' package that includes both services.
2. Genuines Coaching to create a tailored coaching session focusing on confidence and self-image.
3. Launch a joint social media marketing campaign promoting the new package.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 3/4

75% conf

Enriquez Aesthetics !' Genuines Coaching & Consulting

Reasoning:

Both businesses target professionals, but in different dimensions, providing potential for mutual client referrals. Enriquez Aesthetics focuses on individuals with skin conditions, while Genuines Coaching & Consulting targets executives and small business owners who may also have an interest in personal care and wellness.

Value Proposition:

Increased client base for both businesses through strategic referrals, potentially generating an additional 10-15% in revenue for each.

Collaboration Example:

When Genuines Coaching & Consulting hosts a workshop for C-suite executives, they can offer attendees a complimentary facial consultation from Enriquez Aesthetics. This not only enhances the event's value but also allows Enriquez to gain new clients who may book services after the event, potentially generating \$1,000 in new bookings from 10 interested attendees.

Synergy Potential:

The unique synergy comes from the intersection of wellness and professional performance; this partnership allows both businesses to enhance their brand image as holistic service providers for professionals.

Action Items:

1. Draft a referral agreement outlining terms for client referrals.
2. Create a marketing flyer highlighting combined services for Genuines' clients.
3. Schedule a joint networking event to introduce each other's services to clients.

Value: MEDIUM

MUTUAL BENEFIT

COLLABORATION 4/4

80% conf

Genuines Coaching & Consulting | Enriquez Aesthetics

Reasoning:

Genuines Coaching & Consulting can enhance their coaching sessions with wellness components, such as stress management, which can be complemented by the luxury facial experiences offered by Enriquez Aesthetics. This aligns well with both their client bases, fostering a holistic approach to personal and professional development.

Value Proposition:

By incorporating wellness sessions into Genuines' offerings, they can increase their package value by 20%, attracting more clients who value integrated personal care.

Collaboration Example:

Genuines can organize a half-day retreat for business leaders focused on personal development, where Enriquez Aesthetics provides a mini-facial experience for attendees. This could charge each participant \$300, with a split of \$150 for Enriquez for providing services to 20 executives, generating \$3,000 for both businesses.

Synergy Potential:

This collaboration uniquely combines personal wellness and professional coaching, offering a comprehensive solution that enhances the overall experience for high-level business clients, setting both businesses apart in their respective industries.

Action Items:

1. Plan a joint retreat schedule for the upcoming month.
2. Develop a combined marketing strategy to promote the retreat to potential clients.
3. Create promotional content highlighting the benefits of integrating wellness into executive coaching.

Value: HIGH

MUTUAL BENEFIT