

# BUSINESS RELATIONSHIP ANALYSIS

Be Present Detalles !" Noseniorleftbehindfl.org

2 Relationships Identified

## BUSINESS PROFILES

### Be Present Detalles

Contact: De'Ana Aguas

Industry: Professional Services

Events and Experiences

### Noseniorleftbehindfl.org

Contact: Wanda K Jackson

Industry: Professional Services

Assessments for 55 and older in need of a service to help maintain independence.

## REFERRAL 1/2

70% conf

Be Present Detalles !" Noseniorleftbehindfl.org

### Reasoning:

Both businesses target distinct yet overlapping demographics. Be Present Detalles serves busy professionals and couples, who may have elderly parents or friends in need of services that Noseniorleftbehindfl.org provides. This creates an opportunity for mutual referrals.

### Value Proposition:

By referring clients to each other, both businesses can expand their customer base, potentially increasing revenue by 15-20% through cross-referrals.

### Collaboration Example:

Be Present Detalles could include a section on their website featuring Noseniorleftbehindfl.org's services for seniors. When a busy professional books an event, they receive a referral card for seniors needing assistance, ensuring that both businesses gain exposure and potential clients.

### Synergy Potential:

The unique synergy lies in Be Present Detalles' ability to reach busy professionals who may not consider senior care needs until it's urgent, while Noseniorleftbehindfl.org has the expertise to address these needs effectively.

### Action Items:

1. Create a referral card system that includes both businesses' services.

2. Set up a joint marketing campaign to promote each other's services on social media.
3. Arrange a quarterly networking event where both businesses can showcase their offerings.

Value: MEDIUM

MUTUAL BENEFIT

## REFERRAL 2/2

65% conf

Noseniorleftbehindfl.org | Be Present Detalles

### Reasoning:

Noseniorleftbehindfl.org interacts with seniors and their families, who may be looking for event planning services for celebrations or gatherings. Referring clients to Be Present Detalles for such services would be beneficial for both.

### Value Proposition:

This referral relationship could enhance Noseniorleftbehindfl.org's service offerings while allowing Be Present Detalles to tap into a new market, potentially increasing event bookings by 10-15%.

### Collaboration Example:

Noseniorleftbehindfl.org can provide clients with a brochure featuring Be Present Detalles' event planning services, particularly for milestone celebrations like anniversaries or birthday parties. This will not only add value to their service but also incentivize Be Present Detalles to offer a discount or package deal for seniors.

### Synergy Potential:

This pairing is unique as it combines event planning expertise with elder care, creating a comprehensive service that can cater to both entertainment and care needs in a family setting.

### Action Items:

1. Design a co-branded brochure highlighting both businesses and their offerings.
2. Develop a referral incentive program where Noseniorleftbehindfl.org earns a commission on referred event bookings.
3. Host a community event focused on senior activities, featuring Be Present Detalles' event planning skills.

Value: MEDIUM

MUTUAL BENEFIT