

# BUSINESS RELATIONSHIP ANALYSIS

Genuine Coaching & Consulting!" JAX AI Agency

4 Relationships Identified

## BUSINESS PROFILES

### Genuine Coaching & Consulting

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

### JAX AI Agency

Contact: Vic Bushe  
Industry: Technology  
Technology and AI Consulting

PARTNER 1/4

85% conf

JAX AI Agency!" Genuine Coaching & Consulting

#### Reasoning:

Both JAX AI Agency and Genuines Coaching & Consulting target business owners and executives, making a partnership beneficial for creating tailored AI-driven coaching programs that leverage technology to enhance business performance.

#### Value Proposition:

By combining their expertise, they could tap into a larger client base, potentially increasing revenue by 20-30% through joint offerings, such as workshops or coaching sessions focused on AI adoption and business optimization.

#### Collaboration Example:

JAX AI Agency could collaborate with Genuines Coaching & Consulting to create a 3-part workshop series titled 'AI Empowerment for Leaders.' In the first session, Genuines would provide leadership coaching while JAX AI demonstrates practical AI tools that can optimize business processes. They could charge \$500 per participant, expecting at least 20 business leaders to attend, generating \$10,000 in revenue while positioning both companies as thought leaders in the AI space.

#### Synergy Potential:

This partnership uniquely combines technical AI expertise with executive coaching, offering clients a holistic approach to modernizing their operations and enhancing leadership skills, which is not typically found in either service alone.

### Action Items:

1. Schedule a joint brainstorming session to outline the workshop content and logistics.
2. Develop a marketing plan that highlights the benefits of AI for business leaders, leveraging both companies' networks.
3. Create promotional materials and set up a registration platform for the workshop series.

Value: HIGH

MUTUAL BENEFIT

### REFERRAL 2/4

75% conf

Genuines Coaching & Consulting | JAX AI Agency

### Reasoning:

Genuines Coaching & Consulting serves business owners and executives who may be looking to modernize their operations, making them a valuable source for referrals to JAX AI Agency for AI consulting services.

### Value Proposition:

Referrals from Genuines could lead to 5-10 new clients per quarter for JAX AI, increasing their revenue by an estimated \$25,000 annually as they charge around \$5,000 for consulting projects.

### Collaboration Example:

During coaching sessions, Genuines can identify businesses that are ready to adopt AI solutions. For example, if a client expresses a need for efficiency improvements, Genuines can introduce them to JAX AI Agency, facilitating a seamless transition. After the introduction, Genuines receives a referral fee for each signed contract, ensuring ongoing revenue.

### Synergy Potential:

This relationship is special because Genuines' deep relationships with local executives can provide JAX AI with trusted access to decision-makers who are ready to invest in AI solutions, making the referral process more effective than typical marketing efforts.

### Action Items:

1. Develop a referral agreement that outlines the terms and conditions for client introductions.
2. Create a list of potential clients from Genuines' existing clientele that would benefit from AI consulting.
3. Hold monthly check-ins to discuss client feedback and adjust referral strategies accordingly.

Value: MEDIUM

MUTUAL BENEFIT

## COLLABORATION 3/4

75% conf

JAX AI Agency !' Genuines Coaching & Consulting

### Reasoning:

JAX AI Agency specializes in AI and technology consulting, which can greatly enhance the training and coaching services offered by Genuines Coaching & Consulting. By integrating AI solutions into their coaching programs, Genuines can provide more personalized insights to C-suite leaders, thereby enhancing their value proposition.

### Value Proposition:

By collaborating, JAX AI Agency can increase its client base by reaching C-suite executives through Genuines, while Genuines can enhance its offerings and potentially increase its service fees due to added value, targeting a revenue increase of 20%.

### Collaboration Example:

JAX AI Agency could develop an AI-driven analytics tool that helps Genuines Coaching & Consulting assess the strengths and weaknesses of executives in real-time during training sessions. For example, during a workshop, Genuines could use the tool to instantly analyze participant feedback and performance metrics, allowing them to adjust their coaching approach on the spot. This collaboration not only showcases JAX AI's tech capabilities but also elevates Genuines' coaching services, potentially attracting more clients.

### Synergy Potential:

This pairing is unique as JAX AI brings cutting-edge AI technology, while Genuines has direct access to high-level executives who can benefit from tailored AI insights, creating a bridge between innovative technology and executive coaching.

### Action Items:

1. Schedule an introductory meeting between Vic Bushe and Reden Dionisio to discuss potential integration of AI tools into coaching programs.
2. Identify specific coaching workshops that could benefit from AI analytics and design a pilot project.
3. Develop a marketing plan to promote the new AI-enhanced coaching services to local businesses in Jacksonville.

Value: HIGH

MUTUAL BENEFIT

## REFERRAL 4/4

60% conf

Genuines Coaching & Consulting !' JAX AI Agency

### Reasoning:

Genuines Coaching & Consulting serves small business owners who may require technology and AI consulting services from JAX AI Agency. By referring clients interested in modernizing their operations, Genuines can expand its service offerings while assisting its clients.

### Value Proposition:

This referral partnership can lead to increased client acquisition for JAX AI, while Genuines can earn referral fees or commissions, potentially generating an additional revenue stream of 15% on referred sales.

### **Collaboration Example:**

During a coaching session, Genuines identifies a small business owner in the logistics sector who struggles with operational efficiency. Genuines can refer this client to JAX AI Agency for a custom AI solution. If the referral leads to a \$10K project, Genuines earns a \$1,500 commission, while the client benefits from improved efficiency.

### **Synergy Potential:**

Genuines has a deep understanding of the challenges faced by small and mid-sized businesses, making their referrals to JAX AI highly targeted and relevant, which is not typical in generic referral partnerships.

### **Action Items:**

1. Establish a referral agreement outlining commission structures between Genuines and JAX AI.
2. Create a joint marketing piece explaining the benefits of AI for small businesses that Genuines can distribute.
3. Set up quarterly check-ins to review referral outcomes and adjust strategies accordingly.

Value: MEDIUM

MUTUAL BENEFIT

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