

# BUSINESS RELATIONSHIP ANALYSIS

## Simple Creations By T !" flow

2 Relationships Identified

### BUSINESS PROFILES

#### Simple Creations By T

Contact: Tiana Harris  
Industry: Professional Services  
Custom gifts, apparel and accessories

#### flow

Contact: Miguel Camargo  
Industry: Professional Services  
Coaching

### REFERRAL 1/2

70% conf

flow !" Simple Creations By T

#### Reasoning:

Both businesses operate within the professional services sector but target different customer needs. flow focuses on coaching, which could appeal to individuals and organizations looking for personal development, while Simple Creations By T offers custom gifts for milestone celebrations, which could be ideal for clients of flow seeking to commemorate their achievements.

#### Value Proposition:

Increased client acquisition for both businesses—flow could refer clients needing personalized gifts for coaching milestones, while Simple Creations could refer clients needing coaching services after receiving gifts.

#### Collaboration Example:

After a successful coaching session, flow's clients receive a referral card for Simple Creations that offers a discount on personalized gifts. Conversely, Simple Creations can hand out flow's business cards with their gift orders, promoting coaching as a way to maximize the significance of the gifts they provide.

#### Synergy Potential:

This partnership leverages the emotional connection clients have with both coaching and personalized gifts, creating a powerful referral network that enhances customer experiences in both businesses.

### Action Items:

1. Set up a referral program where flow clients get discounts on Simple Creations products.
2. Create a co-branded marketing flyer highlighting how coaching and personalized gifts can enhance personal milestones.
3. Schedule a meeting to discuss how both businesses can promote each other at local events targeting their respective audiences.

Value: MEDIUM

MUTUAL BENEFIT

### REFERRAL 2/2

60% conf

Simple Creations By T !' flow

### Reasoning:

As Simple Creations By T targets individuals and organizations celebrating milestones, they can refer these clients to flow for coaching services that help them achieve their goals post-celebration. This creates a complementary relationship where both businesses can enhance the client experience.

### Value Proposition:

By integrating referral incentives, Simple Creations could not only help their clients find coaching support but also earn a commission for each successful referral, increasing revenue.

### Collaboration Example:

When Simple Creations delivers a custom gift for a graduation, they include a note recommending flow's coaching services for career advancement. This encourages the graduate to seek coaching to effectively transition into the workforce, creating a new client for flow and fostering loyalty to Simple Creations.

### Synergy Potential:

This pairing is unique as it combines the celebratory aspect of milestone gifting with the forward-looking nature of coaching, creating a holistic approach to personal and professional growth.

### Action Items:

1. Develop a referral agreement detailing the commission structure for referrals from Simple Creations to flow.
2. Create a joint social media campaign showcasing client success stories that involve both coaching and personalized gifts.
3. Host an event where clients from both businesses can network, sharing their experiences and promoting services to each other.

Value: MEDIUM

MUTUAL BENEFIT