

# BUSINESS RELATIONSHIP ANALYSIS

## Complete Renewal LLC!" Genuines Coaching & Consulting

4 Relationships Identified

### BUSINESS PROFILES

#### Complete Renewal LLC

Contact: Nadege Dolsaint

Industry: Health & Wellness

Complete Renewal provides meticulously handcrafted, plant-based skincare and haircare solutions alongside transformative holistic wellness education and community initiatives like the On-the-Go Spa, tailored for health-conscious minority women.

#### Genuines Coaching & Consulting

Contact: Reden Dionisio

Industry: Technology

Coaching, Speaking, Training

### COLLABORATION 1/4

80% conf

#### Genuines Coaching & Consulting!" Complete Renewal LLC

##### Reasoning:

Genuines Coaching & Consulting specializes in coaching and training, which can greatly benefit the holistic wellness education initiatives of Complete Renewal. By combining their expertise, they can create a unique program that enhances the wellness education offered to health-conscious minority women.

##### Value Proposition:

This collaboration could generate additional revenue streams for both businesses, potentially bringing in \$20,000 from workshops and programs that cater to their combined target audience.

##### Collaboration Example:

Genuines Coaching & Consulting could develop a series of workshops focused on self-esteem and personal branding for clients of Complete Renewal, held monthly at Complete Renewal's On-the-Go Spa events. For instance, the first workshop could attract 30 participants, each paying \$100, generating \$3,000 for Genuines while also enhancing the spa's reputation as a holistic wellness hub.

##### Synergy Potential:

This partnership uniquely positions Genuines to reach a niche market of health-conscious minority women, while Complete Renewal gains access to corporate-level coaching, creating a comprehensive wellness program that addresses both inner and outer beauty.

### Action Items:

1. Schedule a meeting between Reden Dionisio and Nadege Dolsaint to outline potential workshop topics and formats.
2. Create a marketing plan that highlights the combined offerings to their target audiences.
3. Launch the first workshop within one month and promote it through both businesses' channels.

Value: HIGH

MUTUAL BENEFIT

## REFERRAL 2/4

70% conf

### Complete Renewal LLC !' Genuines Coaching & Consulting

#### Reasoning:

Complete Renewal's target market includes health-conscious women who may also be business owners or corporate executives seeking personal development and coaching. Referring these individuals to Genuines can enhance their personal growth while providing Genuines with new clients.

#### Value Proposition:

This referral partnership could lead to Genuines acquiring at least 10 new clients per month, translating to a potential revenue increase of \$10,000 monthly if each client engages in a coaching package worth \$1,000.

#### Collaboration Example:

Complete Renewal could send out a monthly newsletter to their clients featuring Genuines Coaching & Consulting's services, perhaps including a special offer for a free initial consultation. This could lead to at least 3 new clients each month, helping Genuines grow their business while providing added value to Complete Renewal's clients.

#### Synergy Potential:

By referring clients to each other, both businesses can create a supportive community that enhances the offerings and value to their respective audiences, solidifying their reputations as leaders in health and personal development.

### Action Items:

1. Develop a referral program with incentives for Complete Renewal clients who sign up for Genuines' services.
2. Create marketing materials that clearly explain the benefits of Genuines' services, tailored for Complete Renewal's clientele.
3. Monitor the referral outcomes and adjust the program based on feedback and results over the next quarter.

Value: MEDIUM

MUTUAL BENEFIT

## Genuines Coaching &amp; Consulting !' Complete Renewal LLC

**Reasoning:**

Genuines Coaching & Consulting specializes in coaching and training for executive leaders, which can complement Complete Renewal's holistic wellness education initiatives. By collaborating, they can create a wellness program that appeals to C-suite executives focused on health and sustainability.

**Value Proposition:**

This partnership could generate approximately \$10,000 in revenue from corporate wellness programs offered to local businesses, with the potential to expand into a broader market.

**Collaboration Example:**

Genuines Coaching could co-host a 'Wellness Leadership Retreat' with Complete Renewal, inviting local executives to a two-day event where they engage in leadership training while enjoying plant-based skincare workshops. Each participant pays \$500, and with 20 attendees, both businesses would earn \$10,000, alongside increased brand visibility.

**Synergy Potential:**

This pairing is unique because it merges high-level coaching with wellness, targeting executives who are increasingly seeking holistic health solutions for themselves and their organizations, creating a niche market opportunity.

**Action Items:**

1. Schedule a joint brainstorming session to outline the retreat agenda and logistics.
2. Develop marketing materials highlighting the benefits of wellness for leadership, targeting local businesses.
3. Identify and reach out to potential sponsors or partners to enhance the retreat experience.

Value: HIGH

MUTUAL BENEFIT

## Complete Renewal LLC !' Genuines Coaching &amp; Consulting

**Reasoning:**

Complete Renewal serves health-conscious minority women who may also be in leadership roles or aspire to entrepreneurship, making them potential clients for Genuines Coaching's executive coaching services. This creates a referral opportunity without direct competition.

**Value Proposition:**

Referencing Genuines Coaching to clients could lead to at least 5 new coaching sessions, valued at \$1,000 each, generating an additional \$5,000 in revenue for Genuines.

**Collaboration Example:**

Complete Renewal can include Genuines Coaching's promotional materials in their On-the-Go Spa events, offering attendees a discount on coaching services. This could result in 10 women taking up initial coaching sessions, providing both businesses with visibility and revenue.

**Synergy Potential:**

The unique synergy lies in Complete Renewal's focus on minority women, allowing Genuines Coaching to penetrate a demographic that values holistic wellness while seeking leadership development, offering them tailored solutions.

**Action Items:**

- 1. Create a referral agreement that outlines client benefits and commission structures.
- 2. Develop promotional materials showcasing the integration of wellness and executive development.
- 3. Host a webinar on 'Empowered Leadership for Health-Conscious Women' to attract participants from both client bases.

Value: MEDIUM

MUTUAL BENEFIT

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