

BUSINESS RELATIONSHIP ANALYSIS

Communicate Design & Marketing !” Genuines Coach

4 Relationships Identified

BUSINESS PROFILES

Communicate Design & Marketing

Contact: Kate Reeve

Industry: Marketing & Design

Websites, Branding, Marketing Strategy and more

Genuines Coaching & Consulting

Contact: Reden Dionisio

Industry: Technology

Coaching, Speaking, Training

PARTNER 1/4

75% conf

Genuines Coaching & Consulting !” Communicate Design & Marketing

Reasoning:

Genuines Coaching & Consulting provides coaching and training services that can complement the marketing strategies offered by Communicate Design & Marketing. Together, they can create a comprehensive package that offers both business development and marketing solutions to their clients.

Value Proposition:

By collaborating, they can target a wider audience of business owners and corporate executives, potentially increasing sales by 20% through joint offerings.

Collaboration Example:

Genuines Coaching could launch a 'Business Growth Package' with Communicate Design, where they co-host a workshop series for small business owners. Each workshop would include a coaching session on business strategy by Genuines and a session on branding and marketing by Communicate. They could charge \$300 per participant, aiming for 20 participants per session, with both companies sharing the revenue.

Synergy Potential:

The combination of coaching expertise and marketing design creates a unique offering that addresses both the strategic and creative needs of businesses, making it a one-stop solution for growth.

Action Items:

1. Schedule a brainstorming session to outline potential workshop topics and logistics.
2. Develop a joint marketing plan targeting local businesses to promote the 'Business Growth Package'.
3. Create promotional materials highlighting the benefits of the combined services.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/4

70% conf

Communicate Design & Marketing | Genuines Coaching & Consulting

Reasoning:

Communicate Design & Marketing serves solo entrepreneurs and service businesses that often require coaching and training to enhance their business operations, making Genuines Coaching a suitable referral partner.

Value Proposition:

Communicate can refer clients to Genuines, enhancing their service offerings while earning referral fees, potentially increasing their client base by 15%.

Collaboration Example:

Whenever Communicate signs a new client for a branding project, they could conduct an initial business assessment and suggest Genuines' coaching services for entrepreneurs seeking to refine their business strategy. For every referral that results in a signed contract, Communicate could earn a \$200 referral fee.

Synergy Potential:

This referral relationship allows Communicate to add value to their services while Genuines gains access to a new client base that is already engaged in business development.

Action Items:

1. Develop a referral agreement outlining commission structures and responsibilities.
2. Train Communicate's team on Genuines' services to ensure effective client referrals.
3. Set up a tracking system to monitor referrals and their outcomes.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 3/4

80% conf

Communicate Design & Marketing !' Genuines Coaching & Consulting

Reasoning:

Communicate Design & Marketing targets founders and solo entrepreneurs, while Genuines Coaching & Consulting focuses on C-suite and small business owners. There is significant overlap in clientele, especially as founders often transition to executive roles, making referrals beneficial.

Value Proposition:

By referring clients to each other, both businesses could increase their client base by 15-20%, leading to potential revenue increases of \$10,000 each in the next quarter.

Collaboration Example:

Kate from Communicate sends out a monthly newsletter featuring Genuines Coaching's services, highlighting a case study where Reden helped a local startup increase its market reach. In return, Reden includes a mention of Communicate's branding services in his coaching sessions, providing leads for both businesses.

Synergy Potential:

The pairing is unique because they can effectively serve at different stages of a business's lifecycle, from inception (Communicate) to growth and leadership development (Genuines). This creates a seamless referral pathway for clients.

Action Items:

1. Set up a monthly referral agreement to track leads exchanged.
2. Create joint marketing materials that highlight each other's services.
3. Host a webinar together focusing on branding and leadership strategies for startups.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 4/4

70% conf

Genuines Coaching & Consulting !' Communicate Design & Marketing

Reasoning:

Genuines Coaching targets C-suite executives and small business owners who often need branding and marketing strategies, making them a potential source of referrals for Communicate.

Value Proposition:

By referring clients needing marketing services to Communicate, Genuines can enhance its service offering and potentially increase its revenue by 10% through commission agreements.

Collaboration Example:

Reden introduces Communicate's services during a training session for small business owners, explaining how a strong brand can elevate their business. In return, Kate offers a free consultation to any clients referred by Genuines, incentivizing the referral process.

Synergy Potential:

This relationship is especially beneficial as Genuines can reinforce the importance of branding in their coaching sessions, making Communicate's services more valuable to clients ready to implement growth strategies.

Action Items:

1. Arrange a meeting to discuss the details of a referral program.
2. Develop a joint presentation for Genuines' upcoming workshops that highlights the importance of branding.
3. Create a feedback loop to share success stories from referrals to encourage ongoing collaboration.

Value: HIGH

MUTUAL BENEFIT
