

BUSINESS RELATIONSHIP ANALYSIS

C e l e b r a t e & S m i l e I n t e r n a t i o n a l S t e p p e r s ! " G

2 Relationships Identified

BUSINESS PROFILES

Celebrate & Smile International Steppers

Contact: Tiffany Barksdale
Industry: Arts & Creative
community/employee enhancement through art of dance

Grayland

Contact: Lauren Hubel
Industry: Real Estate
Commercial Real Estate Appraisal

REFERRAL 1/2

75% conf

C e l e b r a t e & S m i l e I n t e r n a t i o n a l S t e p p e r s ! " G r a y l a n d

Reasoning:

Celebrate & Smile International Steppers focuses on community enhancement through dance, appealing to companies that might also be interested in employee relations. Grayland provides services to commercial property owners and lenders, who may also seek to enhance their workplace culture through employee engagement activities.

Value Proposition:

By referring clients in need of commercial real estate appraisal services, Celebrate & Smile can earn a referral fee, while Grayland gains access to a new client base that is already interested in enhancing their workplace environment.

Collaboration Example:

Tiffany Barksdale could introduce Grayland's appraisal services to companies that participate in Celebrate & Smile's dance workshops. For example, if a local business wants to appraise its property after a renovation, Tiffany can refer them to Lauren Hubel. If the referral results in a successful appraisal worth \$2,000, Celebrate & Smile could earn a \$200 referral fee.

Synergy Potential:

This pairing is unique because it combines the arts with the real estate sector, appealing to businesses that value creative employee engagement as part of their corporate culture, setting these two companies apart from typical real estate referrals.

Action Items:

1. Tiffany will compile a list of past corporate clients and reach out to discuss potential referrals to Grayland.
2. Lauren will prepare a referral fee structure to incentivize Celebrate & Smile for successful leads.
3. Both businesses will create a joint marketing flyer highlighting the benefits of art in enhancing workplace culture, which will be distributed to their respective networks.

Value: MEDIUM

MUTUAL BENEFIT

COLLABORATION 2/2

65% conf

Celebrate & Smile International Steppers! Grayland

Reasoning:

Both businesses target professionals and organizations looking to enhance their operations, making them ideal collaborators for events that focus on employee engagement and well-being.

Value Proposition:

Collaborating on workshops or seminars allows both companies to pool their resources, drawing larger crowds and sharing the costs while enhancing their brand visibility in each other's markets.

Collaboration Example:

Celebrate & Smile could host a corporate wellness event in partnership with Grayland, where they lead a dance workshop for employees of local businesses. For instance, Grayland could sponsor a 'Dance and Appraisal' day, where employees learn dance moves while also receiving insights on property valuation. Together, they could charge \$100 per participant, attracting 30 employees from various firms, generating \$3,000 in total revenue, which they could split.

Synergy Potential:

Their unique collaboration blends the creative arts with business acumen, showcasing how companies can leverage dance for employee enhancement while also learning about real estate investment opportunities.

Action Items:

1. Plan a joint event to offer dance workshops to corporate clients, targeting local businesses in the area.
2. Develop promotional materials that emphasize the benefits of combining dance for team-building with insights on commercial real estate.
3. Schedule a brainstorming session to outline the logistics, costs, and revenue-sharing agreement for the event.

Value: HIGH

MUTUAL BENEFIT