

BUSINESS RELATIONSHIP ANALYSIS

Be Present Detalles !” flow

2 Relationships Identified

BUSINESS PROFILES

Be Present Detalles

Contact: De’Ana Aguas

Industry: Professional Services

Events and Experiences

flow

Contact: Miguel Camargo

Industry: Professional Services

Coaching

COLLABORATION 1/2

80% conf

flow !” Be Present Detalles

Reasoning:

Both businesses target busy professionals who may benefit from enhanced personal and professional experiences. 'flow' can provide coaching services to clients of 'Be Present Detalles', while 'Be Present Detalles' can create unique experiences that complement the coaching process.

Value Proposition:

By collaborating, they could increase their client base by 25%, enabling 'flow' to offer packaged services that include event experiences and coaching.

Collaboration Example:

'flow' could host a monthly workshop series called 'Coaching in Motion' at events organized by 'Be Present Detalles'. For example, at a romantic couples event, Miguel could lead a two-hour coaching session on relationship building, followed by a curated experience by De’Ana, like a private dinner. They could charge \$300 per couple, splitting revenue, thus generating \$1,500 for a group of 10 couples attending.

Synergy Potential:

The unique synergy lies in their complementary services; 'flow's coaching focuses on personal development while 'Be Present Detalles' enhances life experiences, creating a holistic approach to professional and personal growth.

Action Items:

1. Schedule a meeting between Miguel and De'Ana to discuss potential package offerings.
2. Develop a marketing strategy that highlights the combined services to target busy professionals.
3. Create a calendar for upcoming workshops and events to ensure timely promotion and execution.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Be Present Detalles !' flow

Reasoning:

'Be Present Detalles' serves clients who might also benefit from coaching, especially busy professionals looking to enhance their personal or work-life balance. Referrals can be structured to mutually benefit both businesses.

Value Proposition:

Referring clients could increase 'flow's customer acquisition by 15%, providing a steady stream of leads through event participants interested in coaching services.

Collaboration Example:

At a corporate team-building event organized by 'Be Present Detalles', De'Ana can introduce Miguel as a guest speaker, sharing insights on how coaching can enhance team dynamics. After the event, she could provide attendees with a discount code for 'flow' services, encouraging them to sign up for a consultation. This could lead to 5-10 new clients from a single event.

Synergy Potential:

This partnership is unique as it leverages the immediate exposure from events to connect with potential coaching clients in a relaxed, engaging environment, where attendees are already open to self-improvement.

Action Items:

1. Develop a referral agreement outlining commission or mutual benefits for each referral.
2. Create promotional materials that De'Ana can share at her events, introducing Miguel's coaching services.
3. Organize a follow-up strategy for referrals collected at events to ensure conversion into clients.

Value: MEDIUM

MUTUAL BENEFIT