

# BUSINESS RELATIONSHIP ANALYSIS

## Enriquez Aesthetics !” flow

2 Relationships Identified

### BUSINESS PROFILES

#### Enriquez Aesthetics

Contact: Bianca Enriquez  
Industry: Professional Services  
Luxury facial experiences

#### flow

Contact: Miguel Camargo  
Industry: Professional Services  
Coaching

### REFERRAL 1/2

75% conf

flow !” Enriquez Aesthetics

#### Reasoning:

Both businesses serve individuals looking to improve their well-being, though they target slightly different needs. Flow's coaching services could refer clients to Enriquez Aesthetics for skincare treatments, particularly those seeking holistic self-improvement.

#### Value Proposition:

By referring clients, flow can enhance its service offerings, potentially increasing customer loyalty and satisfaction, while Enriquez Aesthetics gains new clients looking to improve their skin health.

#### Collaboration Example:

Flow could develop a specialized coaching program focused on self-care, which includes a referral to Enriquez Aesthetics for a discounted facial treatment. For every 10 coaching clients referred, flow receives a commission on the treatments booked, enhancing client retention and generating additional revenue for both parties.

#### Synergy Potential:

The unique synergy lies in the holistic approach to well-being; flow focuses on mental health coaching, while Enriquez Aesthetics addresses physical skin health, creating a comprehensive self-care pathway for clients.

#### Action Items:

1. Develop a referral agreement outlining commission rates and referral procedures.

2. Create a joint marketing campaign promoting the self-care program to both client bases.
3. Host a wellness workshop where flow provides coaching tips and Enriquez offers skincare consultations.

Value: MEDIUM

MUTUAL BENEFIT

## REFERRAL 2/2

70% conf

Enriquez Aesthetics !' flow

### Reasoning:

Enriquez Aesthetics targets clients who may benefit from coaching services, particularly those dealing with chronic skin conditions that can be linked to stress or self-esteem issues. Referring clients to flow could enhance their treatment outcomes.

### Value Proposition:

Enriquez Aesthetics can provide clients with a more comprehensive approach to their skin concerns, while flow can gain new clients looking for coaching services amidst their skincare journey.

### Collaboration Example:

Enriquez Aesthetics could offer a package deal where clients receive a free coaching consultation with flow after their facial treatment. This would encourage clients to explore personal development while enhancing their skincare routine.

### Synergy Potential:

This partnership stands out because it creates a dual focus on both mental and physical well-being, catering to clients looking for a complete transformation rather than isolated services.

### Action Items:

1. Identify specific facial treatment clients who might benefit from coaching referrals.
2. Create promotional materials that highlight the joint services and their benefits.
3. Establish a feedback loop to track the success of referred clients and their satisfaction with both services.

Value: MEDIUM

MUTUAL BENEFIT