

# BUSINESS RELATIONSHIP ANALYSIS

Celebrate & Smile International Steppers!" 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

Celebrate & Smile International Steppers!" Grayland

#### Reasoning:

Celebrate & Smile International Steppers focuses on community enhancement through dance, targeting companies looking to improve employee relations. Grayland, as a commercial real estate appraisal firm, serves property owners and companies, making them potential clients for Celebrate's services in employee engagement.

#### Value Proposition:

By referring clients to each other, both businesses can expand their client bases; Celebrate could earn additional revenue through workshops, while Grayland could enhance its offerings to clients by promoting employee engagement services.

#### Collaboration Example:

Tiffany Barksdale from Celebrate could introduce Grayland to a client who is considering a new office space and needs to improve employee morale. In exchange, Lauren Hubel could refer her clients who are interested in hosting team-building events to Celebrate, creating a win-win situation where both businesses gain new clients and revenue.

#### Synergy Potential:

The unique synergy lies in the intersection of arts and real estate; Grayland's clients may not typically consider employee engagement through dance, but the fresh approach could set them apart from competitors.

### Action Items:

1. Schedule a meeting to discuss potential referral programs and share client lists.
2. Create a joint marketing flyer that highlights the benefits of employee engagement for Grayland's clients.
3. Develop a feedback loop to track the success of referrals and adjust the partnership accordingly.

Value: MEDIUM

MUTUAL BENEFIT

## COLLABORATION 2/2

70% conf

Celebrate & Smile International Steppers! Grayland

### Reasoning:

Celebrate & Smile can offer dance workshops that focus on team-building and employee engagement, which could be a unique selling proposition for Grayland's clients looking to enhance their workplace culture.

### Value Proposition:

By collaborating on corporate workshops, both businesses can generate additional revenue; Celebrate earns fees for conducting the workshops, while Grayland positions itself as a holistic service provider to its clients.

### Collaboration Example:

Celebrate could organize a 'Dance for Team Building' workshop at Grayland's next client networking event. Grayland invites its clients to participate, where they can engage in a fun dance session led by Tiffany, while also learning about the importance of workplace culture. Celebrate earns \$2,000 for the event, while Grayland strengthens its client relationships.

### Synergy Potential:

This collaboration is unique as it combines the arts with corporate real estate, providing Grayland's clients with a refreshing approach to employee satisfaction that they might not otherwise consider.

### Action Items:

1. Identify potential workshop dates and venues for the collaboration.
2. Develop a structured workshop outline that includes team-building activities and outcomes.
3. Market the workshop to Grayland's existing clients and potential leads.

Value: HIGH

MUTUAL BENEFIT