

# BUSINESS RELATIONSHIP ANALYSIS

Genuines Coaching & Consulting!" IV Creative

4 Relationships Identified

## BUSINESS PROFILES

### Genuines Coaching & Consulting

Contact: Reden Dionisio

Industry: Technology

Coaching, Speaking, Training

### IV Creative

Contact: Iliana

Industry: Marketing & Design

We support local businesses who are in need of content creation services.

REFERRAL 1/4

80% conf

IV Creative!" Genuines Coaching & Consulting

#### Reasoning:

Both IV Creative and Genuines Coaching & Consulting serve business owners in Jacksonville, albeit in different capacities. IV Creative focuses on content creation while Genuines offers coaching and consulting services, making them complementary rather than competitive.

#### Value Proposition:

By referring clients to each other, both businesses can enhance their service offerings and retain clients longer, potentially increasing their revenue by 20% through cross-referrals.

#### Collaboration Example:

IV Creative could refer its clients who need business strategy and leadership development to Genuines Coaching. For example, if a local café owner is looking to expand their business, IV Creative can introduce them to Genuines for strategic coaching. If this leads to a \$2,000 coaching contract, IV Creative could negotiate a 10% referral fee, earning \$200.

#### Synergy Potential:

The unique synergy comes from their shared target market of business owners, allowing them to create a robust referral pipeline that enhances customer satisfaction and retention.

## Action Items:

1. Set up a meeting between Iliana and Reden to discuss referral structures.
2. Create a joint marketing collateral highlighting both services for cross-promotion.
3. Establish a referral tracking system to monitor leads and conversions.

Value: HIGH

MUTUAL BENEFIT

## REFERRAL 2/4

70% conf

Genuines Coaching & Consulting | IV Creative

### Reasoning:

Genuines Coaching works with corporate executives and senior managers who may require content creation services for internal communications or marketing. Referring clients to IV Creative can enhance Genuines' service portfolio.

### Value Proposition:

Through referrals, Genuines could enhance its value proposition by offering clients access to high-quality content creation, which can lead to an increase in client satisfaction and potentially a 15% increase in project sizes.

### Collaboration Example:

If Genuines is coaching a tech startup that needs to improve its online presence, Reden can refer them to IV Creative for a comprehensive branding and content package. If the startup invests \$3,000 in IV Creative's services, Genuines could earn a 10% referral fee, translating to \$300.

### Synergy Potential:

This partnership leverages Genuines' access to corporate clients who may need professional content, creating a seamless service expansion that both businesses can benefit from.

### Action Items:

1. Develop a referral agreement that outlines incentives for Genuines to refer clients to IV Creative.
2. Organize a joint webinar on the importance of content marketing for business growth, leveraging both audiences.
3. Create a shared digital resource page with both services highlighted for client access.

Value: MEDIUM

MUTUAL BENEFIT

## REFERRAL 3/4

80% conf

### IV Creative !' Genuines Coaching & Consulting

#### Reasoning:

IV Creative specializes in content creation for local businesses, while Genuines Coaching & Consulting targets C-suite executives and small business owners. This overlap allows for mutual referrals, where IV Creative can refer clients needing executive coaching or consulting, and Genuines can refer clients in need of marketing and design services.

#### Value Proposition:

By exchanging referrals, both businesses can tap into each other's client bases, potentially increasing their customer reach by 20-30%.

#### Collaboration Example:

Iliana from IV Creative can identify local small businesses that may benefit from Genuines' coaching services and refer them directly. In return, Reden can recommend IV Creative to his clients who need help with their marketing efforts. For instance, if a small business owner attends a workshop led by Genuines and expresses struggles with their marketing, Reden can give them IV Creative's contact details directly, facilitating immediate business for both parties.

#### Synergy Potential:

The unique synergy lies in their complementary services; one focuses on content creation while the other enhances leadership and business strategy. This dual approach can significantly elevate the value offered to mutual clients, making them more competitive.

#### Action Items:

1. Schedule a meeting next week to discuss mutual referral opportunities and define specific target client profiles.
2. Create a joint referral program with incentives for both businesses to encourage cross-promotion.
3. Develop a shared resource document outlining each business's services to facilitate easier referrals.

Value: MEDIUM

MUTUAL BENEFIT

70% conf

## REFERRAL 4/4

### Genuines Coaching & Consulting !' IV Creative

#### Reasoning:

Genuines Coaching & Consulting works with C-suite and executive leaders who can benefit from marketing services to enhance their company image. They can refer clients to IV Creative for tailored marketing strategies, creating a pathway for additional revenue.

#### Value Proposition:

By referring clients to IV Creative, Genuines can enhance their service offering, potentially increasing client satisfaction and retention while earning commission on referrals.

#### Collaboration Example:

Reden can use his network to identify a tech startup struggling to establish its brand presence. He can refer them to Iliana, who will create a comprehensive content strategy. If the project is valued at \$10,000, both businesses can agree on a 10% referral fee for Genuines, resulting in \$1,000 for Reden while IV Creative gains a new client.

### **Synergy Potential:**

This pairing is unique because Genuines' coaching can help businesses understand the importance of marketing, leading to more engaged clients for IV Creative who are ready to invest in quality content.

### **Action Items:**

1. Identify 5 potential business clients during coaching sessions that could benefit from marketing services and share them with IV Creative.
2. Develop a co-branded marketing flyer highlighting both services to distribute during workshops.
3. Hold a joint webinar focusing on the intersection of leadership and marketing, promoting both businesses.

Value: MEDIUM

MUTUAL BENEFIT

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