

BUSINESS RELATIONSHIP ANALYSIS

Be Present Detalles !” Free Agents Inc

2 Relationships Identified

BUSINESS PROFILES

Be Present Detalles

Contact: De’Ana Aguas

Industry: Professional Services

Events and Experiences

Free Agents Inc

Contact: James Higbe

Industry: Professional Services

Key people to solve you business issue

REFERRAL 1/2

75% conf

Be Present Detalles !” Free Agents Inc

Reasoning:

Both businesses target professionals, but from different angles. Be Present Detalles focuses on creating memorable experiences for busy professionals and couples, while Free Agents Inc provides solutions to business challenges. They can easily refer clients to each other without competing.

Value Proposition:

By referring clients, Be Present Detalles can enhance their service offerings by providing business solutions through Free Agents Inc, potentially increasing client satisfaction and retention.

Collaboration Example:

When Be Present Detalles plans a romantic getaway for a couple, they can refer them to Free Agents Inc for financial consulting services to optimize their budget. Conversely, if Free Agents Inc encounters a client needing a unique corporate event, they can connect them to Be Present Detalles for event planning. This referral can generate additional revenue streams for both businesses.

Synergy Potential:

The unique synergy lies in their distinct yet complementary services; one enhances personal experiences while the other improves professional success, creating a full-circle service offering for clients.

Action Items:

1. Set up a meeting between De'Ana Aguas and James Higbe to discuss referral processes.
2. Create a referral program with incentives for each successful introduction.
3. Develop joint marketing materials highlighting the benefits of both services for cross-promotion.

Value: MEDIUM

MUTUAL BENEFIT

COLLABORATION 2/2

80% conf

Be Present Detalles !' Free Agents Inc

Reasoning:

Both businesses can collaborate on events that cater to their respective target markets. Be Present Detalles can offer event planning services for Free Agents Inc's corporate clients, enhancing their business offerings.

Value Proposition:

This collaboration can lead to generating substantial revenue through event contracts, while also providing Free Agents Inc with unique employee engagement experiences for their clients.

Collaboration Example:

Be Present Detalles could organize a 'Leadership Retreat' for Free Agents Inc's clients, where they handle all logistics, including venue selection, catering, and activities. This could be a two-day event for 50 attendees, priced at \$10,000, with both companies earning a share of the profits while enhancing client relationships.

Synergy Potential:

This partnership is unique because it merges the personal touch of experiential services with professional development, appealing to clients seeking holistic growth.

Action Items:

1. Brainstorm potential retreat themes that align with both businesses' missions.
2. Draft a budget and pricing structure for the proposed retreat.
3. Schedule a planning session to outline responsibilities and timelines for the event.

Value: HIGH

MUTUAL BENEFIT