

BUSINESS RELATIONSHIP ANALYSIS

Genuines Coaching & Consulting !" Organize De

4 Relationships Identified

BUSINESS PROFILES

Genuines Coaching & Consulting

Contact: Reden Dionisio

Industry: Technology

Coaching, Speaking, Training

Organize Design Create

Contact: Victoria Price

Industry: Marketing & Design

Marketing for entrepreneurs, non-profits, and small businesses.

PARTNER 1/4

80% conf

Genuines Coaching & Consulting !" Organize Design Create

Reasoning:

Genuines Coaching & Consulting offers training and coaching that can significantly enhance the marketing efforts of Organize Design Create. By combining coaching services with marketing strategies, they can provide a comprehensive package that appeals to their mutual target markets.

Value Proposition:

By partnering, they could generate an additional revenue stream of 20-30% through bundled offerings, enhancing client retention and attracting new clients.

Collaboration Example:

Genuines Coaching & Consulting designs a six-week leadership coaching program specifically aimed at entrepreneurs, which Organize Design Create markets through their channels. They co-host an online launch event that attracts 100 participants, converting 20 into paying clients at \$1,000 each, thus generating \$20,000 in revenue, split equally.

Synergy Potential:

Both businesses target similar customer demographics but offer distinct services, enabling them to create a holistic growth package that addresses both personal and business development needs.

Action Items:

1. Schedule an initial meeting to discuss program ideas and combined marketing strategies.
2. Develop a joint marketing plan for the coaching program launch event.
3. Create a referral agreement to incentivize both businesses in promoting each other's services.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/4

75% conf

Organize Design Create !' Genuines Coaching & Consulting

Reasoning:

Organize Design Create serves a similar client base of entrepreneurs and small businesses that may benefit from Genuines Coaching & Consulting's services. Referring clients to Genuines can enhance Organize's service offering without direct competition.

Value Proposition:

By referring clients to Genuines, Organize Design Create can earn a referral fee, potentially increasing their revenue by 10-15% while providing added value to their clients.

Collaboration Example:

Organize Design Create identifies a startup client struggling with leadership skills and refers them to Genuines Coaching & Consulting. The startup enrolls in a coaching program, and Organize receives a 15% commission on the \$1,000 fee, earning \$150 while ensuring their client receives valuable coaching.

Synergy Potential:

The partnership leverages Organize's existing relationships with startups and small businesses to drive more clients towards Genuines, enhancing both brands' reputations as comprehensive business support providers.

Action Items:

1. Establish a formal referral agreement outlining terms and conditions.
2. Develop a joint marketing material to promote the referral program.
3. Set up regular check-ins to discuss successful referrals and client feedback.

Value: MEDIUM

MUTUAL BENEFIT

Genuines Coaching & Consulting !' Organize Design Create

Reasoning:

Genuines Coaching & Consulting specializes in coaching and training for executives and small business owners, which aligns with Organize Design Create's focus on marketing for entrepreneurs and small businesses. This collaboration allows both businesses to offer a comprehensive package to their clients, enhancing value for both parties.

Value Proposition:

By collaborating on joint offerings, Genuines can access Organize Design Create's clients, potentially increasing revenue through bundled services, while Organize Design Create can enhance its service offerings, attracting higher-tier clients.

Collaboration Example:

Genuines hosts a workshop titled 'Elevate Your Brand: The Executive's Guide to Marketing' at Organize Design Create's studio. During the session, Reden provides executive coaching insights while Victoria showcases practical marketing strategies. They charge \$250 per attendee, expecting 20 attendees. Both businesses split the revenue, gaining exposure and new client leads.

Synergy Potential:

The unique synergy lies in combining high-level coaching with practical marketing strategies, creating a holistic approach to business growth that neither could achieve independently. This pairing provides clients with both mindset shifts and actionable tactics.

Action Items:

1. Schedule an initial meeting to discuss workshop topics and logistics.
2. Create a joint marketing plan to promote the workshop through both businesses' channels.
3. Set a date for the workshop and finalize the venue details at Organize Design Create's studio.

Value: HIGH

MUTUAL BENEFIT

Organize Design Create !' Genuines Coaching & Consulting

Reasoning:

Organize Design Create can refer clients needing coaching, particularly startups and small businesses looking for strategic guidance. Conversely, Genuines can refer clients needing marketing strategies, leading to a mutually beneficial referral system.

Value Proposition:

The referral relationship could boost client acquisition for both businesses, increasing overall revenue without substantial marketing costs.

Collaboration Example:

When Organize Design Create signs a new client, a tech startup, they identify the need for executive coaching. They refer this client to Genuines, who then engages them for a coaching package valued at \$3,000. In return, Genuines refers a local business needing a marketing overhaul to Organize Design Create, resulting in a \$2,500 project.

Synergy Potential:

This relationship is unique as it leverages the complementary services of coaching and marketing, allowing both businesses to provide a full suite of solutions to clients, enhancing their overall service value.

Action Items:

- 1. Develop a formal referral agreement outlining commission structures.
- 2. Create a shared client intake form to streamline referrals.
- 3. Host a joint networking event to introduce each other's services to their respective client bases.

Value: MEDIUM

MUTUAL BENEFIT
