

BUSINESS RELATIONSHIP ANALYSIS

Genuine Coaching & Consulting!" The P-Way S

4 Relationships Identified

BUSINESS PROFILES

Genuine Coaching & Consulting

Contact: Reden Dionisio
Industry: Technology
Coaching, Speaking, Training

The P-Way Solutions LLC

Contact: Pervis Lowman
Industry: Real Estate
Commercial Janitorial Services

REFERRAL 1/4

80% conf

Genuine Coaching & Consulting!" The P-Way Solutions LLC

Reasoning:

Genuine Coaching & Consulting focuses on coaching and consulting for business owners and executives, while The P-Way Solutions targets both businesses and consumers for janitorial services. Since they cater to business owners, a referral relationship could be mutually beneficial as they can recommend each other's services to their respective clients.

Value Proposition:

By referring clients, both businesses can expect increased client acquisition, potentially leading to an additional \$10,000 in revenue annually through cross-referrals.

Collaboration Example:

Genuine Coaching could refer its clients who need commercial janitorial services to The P-Way Solutions. For example, if a corporate client is expanding and needs office cleaning, Genuine can recommend The P-Way, and in return, The P-Way can direct its customers needing business coaching or training to Genuine, creating a referral loop.

Synergy Potential:

This pairing is unique as Genuine Coaching's high-level business clientele could open doors for The P-Way Solutions to gain larger contracts in commercial cleaning, while The P-Way's broad service offerings can enhance Genuine's value proposition to their corporate clients.

Action Items:

1. Set up an introductory meeting between Reden Dionisio and Pervis Lowman to discuss referral details.
2. Create a referral agreement outlining the terms, including commission rates for successful referrals.
3. Develop joint marketing materials that highlight both businesses' services for cross-promotion.

Value: MEDIUM

MUTUAL BENEFIT

COLLABORATION 2/4

70% conf

Genuines Coaching & Consulting | The P-Way Solutions LLC

Reasoning:

Both businesses can collaborate on events aimed at business owners, where Genuines provides training on workplace productivity and The P-Way demonstrates the importance of a clean workspace. This synergy can enhance their service offerings and attract more clients.

Value Proposition:

By collaborating on a workshop, both companies could attract 30 local business owners, potentially generating \$3,000 in profit from workshop fees and increased service inquiries.

Collaboration Example:

They could host a workshop titled 'Maximizing Productivity through a Clean Workspace.' Genuines Coaching would lead a session on productivity strategies, while The P-Way Solutions would provide cleaning demonstrations and special offers for attendees. Each business could charge a \$100 fee per participant, splitting the revenue.

Synergy Potential:

This collaboration is unique because it combines coaching with practical cleaning solutions, enhancing the overall productivity theme, which both companies can market to their respective clientele more effectively.

Action Items:

1. Plan the workshop logistics, including venue and materials, within the next week.
2. Develop a marketing strategy targeting local businesses through email and social media.
3. Create a follow-up plan to offer exclusive consultations to attendees from both businesses.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 3/4

75% conf

The P-Way Solutions LLC | Genuines Coaching & Consulting

Reasoning:

Both businesses target small business owners and share similar clientele, making them ideal for a referral partnership. The P-Way Solutions can introduce Genuines Coaching & Consulting to their clients who may need leadership training, while Genuines can recommend The P-Way Solutions for businesses looking for janitorial services.

Value Proposition:

Increased client acquisition for both parties through referrals, potentially boosting revenue by 15-25% annually.

Collaboration Example:

The P-Way Solutions could refer Genuines to a local small business that is struggling with leadership issues. In return, Genuines could recommend The P-Way Solutions to a client needing reliable janitorial services, creating a win-win situation where both businesses tap into each other's client bases.

Synergy Potential:

The unique synergy here lies in the overlapping target market of small businesses, allowing both companies to enhance their service offerings and provide comprehensive solutions that address both operational and leadership needs.

Action Items:

1. Set up an introductory meeting to discuss mutual client referrals.
2. Create a referral agreement outlining commission structures or incentives.
3. Develop co-branded marketing materials to promote the referral partnership.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 4/4

70% conf

Genuines Coaching & Consulting | The P-Way Solutions LLC

Reasoning:

Genuines Coaching & Consulting focuses on C-suite executives and small business owners, many of whom may require janitorial services for their offices. Referring The P-Way Solutions would add value to Genuines' service offerings while also generating leads for The P-Way Solutions.

Value Proposition:

Enhancing Genuines' service portfolio and providing The P-Way Solutions with access to high-value clients, potentially increasing both businesses' revenues by 20% through targeted referrals.

Collaboration Example:

Genuines could identify a small business client that is experiencing rapid growth and needs to upgrade their office cleaning services. By introducing them to The P-Way Solutions, Genuines adds value to their service offering while helping The P-Way Solutions gain a new contract with a growing client.

Synergy Potential:

This partnership leverages Genuines' access to executive-level clients who value high-quality service, aligning perfectly with The P-Way Solutions' expertise in janitorial services, thus enhancing client satisfaction and retention for both.

Action Items:

1. Identify mutual clients that could benefit from each other's services.
2. Draft a simple referral process and communication plan for potential leads.
3. Host a joint webinar to educate small business owners about the importance of leadership and a clean workplace.

Value: HIGH

MUTUAL BENEFIT
