

BUSINESS RELATIONSHIP ANALYSIS

Free Agents Inc !” Genuines Coaching & Cons

5 Relationships Identified

BUSINESS PROFILES

Free Agents Inc

Contact: James Higbe

Industry: Professional Services

Key people to solve you business issue

Genuines Coaching & Consulting

Contact: Reden Dionisio

Industry: Technology

Coaching, Speaking, Training

PARTNER 1/5

85% conf

Genuines Coaching & Consulting !” Free Agents Inc

Reasoning:

Genuines Coaching & Consulting specializes in coaching and training for business leaders, while Free Agents Inc focuses on providing key personnel to solve business issues. Their complementary services can create a robust offering for clients seeking comprehensive business solutions.

Value Proposition:

By partnering, they can offer a combined package that provides businesses with both strategic coaching and immediate operational support, potentially increasing client retention and attracting new customers.

Collaboration Example:

Genuines Coaching & Consulting and Free Agents Inc could create a 'Business Resiliency Program' that combines coaching sessions with access to expert consultants from Free Agents. For example, a company struggling with employee engagement could receive coaching from Reden on leadership skills, while simultaneously having access to James's team to implement immediate changes, generating a joint revenue of \$10,000 per program launched.

Synergy Potential:

This partnership uniquely blends strategic coaching with actionable solutions, making it a one-stop-shop for businesses looking to improve their operations while receiving guidance from seasoned professionals. This integrated approach is less common in the Jacksonville market.

Action Items:

1. Schedule a joint workshop to outline the 'Business Resiliency Program'.
2. Create marketing materials that highlight the benefits of the partnership.
3. Identify 5 target clients who would benefit from this combined service and reach out to them.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/5

70% conf

Free Agents Inc!' Genuines Coaching & Consulting

Reasoning:

Both businesses target similar clientele—business owners and corporate executives—though their services differ. Free Agents can refer clients who need coaching to Genuines, enhancing their service offering without direct competition.

Value Proposition:

This referral relationship can lead to increased leads for Genuines, which could translate into additional revenue as they tap into Free Agents' established client base.

Collaboration Example:

When a client of Free Agents faces leadership challenges, James could refer them to Reden for coaching. For instance, if a Free Agents client struggles with a high turnover rate, James would recommend Genuines to provide tailored coaching sessions, earning Reden an estimated \$2,000 for a series of workshops.

Synergy Potential:

The referral relationship allows Free Agents to enhance their service portfolio while providing Genuines with a steady stream of qualified leads, creating a mutually beneficial cycle of client acquisition.

Action Items:

1. Develop a referral agreement that outlines commission terms for leads sent from Free Agents to Genuines.
2. Create a joint presentation to showcase how both services can support clients effectively.
3. Conduct a quarterly review to assess the success of referrals and adjust strategies as needed.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 3/5

80% conf

Free Agents Inc !' Genuines Coaching & Consulting

Reasoning:

Free Agents Inc focuses on solving business issues for companies with 5 to 250 employees, which often includes C-suite executives and small business owners targeted by Genuines Coaching & Consulting. They can refer clients to each other without competing directly.

Value Proposition:

Increased client base for both businesses; potential for each to gain 5-10 new clients per month through referrals.

Collaboration Example:

Free Agents Inc encounters a mid-sized client needing executive coaching after a merger. They refer this client to Genuines Coaching & Consulting, who then provides a tailored coaching program. In return, Genuines refers a small business client needing strategic issue resolution back to Free Agents, creating a reciprocal flow of business.

Synergy Potential:

The synergy lies in their complementary services targeting different aspects of business growth: operational problem-solving and executive coaching, making their referrals particularly impactful for mutual clients.

Action Items:

1. Schedule a joint meeting to discuss referral processes and establish clear criteria for client referrals.
2. Create a referral agreement outlining the terms, benefits, and tracking for referred clients.
3. Launch a co-branded marketing campaign highlighting both services to attract new clients.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 4/5

75% conf

Genuines Coaching & Consulting !' Free Agents Inc

Reasoning:

Genuines Coaching & Consulting's focus on C-suite executives and business owners aligns well with the target market of Free Agents Inc, allowing for mutual client referrals.

Value Proposition:

Each business could see a 10% increase in clientele through structured referrals, enhancing service offerings for their existing clients.

Collaboration Example:

Genuines Coaching & Consulting leads a workshop for small business owners and identifies several attendees struggling with operational issues. They refer these attendees to Free Agents Inc for tailored problem-solving services. In return, Free Agents connects Genuines with a tech startup looking for executive coaching, creating a win-win scenario.

Synergy Potential:

Their distinct service offerings allow for a seamless referral process that enhances client satisfaction and retention, making the partnership particularly unique.

Action Items:

1. Develop a shared database to track referrals and client feedback.
2. Host a monthly networking event to introduce clients from both businesses.
3. Regularly evaluate the success of referrals to optimize the process.

Value: MEDIUM

MUTUAL BENEFIT

COLLABORATION 5/5

65% conf

Free Agents Inc!' Genuines Coaching & Consulting

Reasoning:

Both businesses can collaborate on events targeting their shared audience of business professionals, combining their expertise to deliver value.

Value Proposition:

Together, they can attract more participants to events, leading to increased visibility and potential new clients, estimating a revenue increase of 15-20% per event.

Collaboration Example:

Free Agents Inc and Genuines Coaching & Consulting host a joint seminar titled 'Navigating Business Challenges: Strategies for Executives and Teams.' In this seminar, Free Agents presents on operational problem-solving while Genuines gives insights on executive coaching. They charge attendees a fee, splitting the proceeds, while gaining exposure to each other's client base.

Synergy Potential:

The combination of strategic operational insights and coaching expertise creates a holistic approach to business challenges, making their joint seminars uniquely appealing to their target markets.

Action Items:

1. Plan the seminar logistics, including venue and date, within the next month.
2. Develop a joint marketing plan targeting their combined networks.
3. Create promotional materials highlighting the benefits of attending for potential clients.

Value: MEDIUM

MUTUAL BENEFIT