

# BUSINESS RELATIONSHIP ANALYSIS

Genuines Coaching & Consulting!" Organize Design Create

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

85% conf

Genuines Coaching & Consulting!" Organize Design Create

#### Reasoning:

Genuines Coaching & Consulting specializes in coaching and training for business leaders, while Organize Design Create focuses on marketing for small businesses. By partnering, they can create a comprehensive package that includes both coaching and branding services, appealing to their mutual target markets.

#### Value Proposition:

By combining services, they can attract a wider audience, leading to an estimated 30% increase in client acquisition for both businesses.

#### Collaboration Example:

Genuines Coaching & Consulting could host a workshop series titled 'Elevate Your Business' where they provide leadership training, while Organize Design Create offers branding sessions. For example, during the first workshop, participants would receive a coaching session and then break into teams to develop marketing strategies with guidance from Organize Design Create. Each business could charge \$100 per participant, potentially bringing in \$2,000 from 20 participants.

#### Synergy Potential:

This partnership uniquely blends the strategic insights of Genuines with the practical marketing skills of Organize Design Create, providing a holistic approach to business growth that neither could offer alone.

### Action Items:

1. Schedule an initial meeting to brainstorm workshop topics and target audiences.
2. Develop a marketing plan for the workshop series to promote across both businesses' channels.
3. Create a registration system to manage participants and collect payments.

Value: HIGH

MUTUAL BENEFIT

### REFERRAL 2/4

70% conf

Organize Design Create | Genuines Coaching & Consulting

### Reasoning:

Both businesses target similar audiences—business owners and executives. While they don't compete directly, they can refer clients to each other, leading to increased business opportunities.

### Value Proposition:

By establishing a referral system, each business could generate an additional 15% in revenue through cross-referrals of clients needing services.

### Collaboration Example:

Organize Design Create can refer clients who are looking for business growth strategies to Genuines Coaching & Consulting. For instance, if a startup client requires branding but also struggles with leadership skills, Organize Design Create can recommend Genuines, creating a seamless client experience. In return, Genuines can send clients needing marketing help to Organize Design Create, effectively doubling the potential leads for both.

### Synergy Potential:

This referral relationship is unique because it leverages the strengths of both businesses—coaching and marketing—creating a more comprehensive support system for their clients.

### Action Items:

1. Develop a referral agreement outlining commission structures for referred clients.
2. Create a shared database for tracking referrals and outcomes.
3. Conduct quarterly reviews to assess the effectiveness of the referral relationship.

Value: MEDIUM

MUTUAL BENEFIT

## COLLABORATION 3/4

80% conf

Genuines Coaching & Consulting / Organize Design Create

### Reasoning:

Genuines Coaching & Consulting focuses on coaching and training for executive leaders, while Organize Design Create specializes in marketing for small businesses. They can collaborate to provide comprehensive packages that include marketing strategies along with executive coaching, enhancing the value offered to clients.

### Value Proposition:

By collaborating, they can create a bundled service that attracts higher-tier clients, potentially increasing revenue by 20% from joint projects.

### Collaboration Example:

Genuines Coaching could host a workshop for small businesses that combines executive coaching with marketing strategy development led by Organize Design Create. For instance, they could organize a half-day event where participants receive coaching on leadership followed by hands-on sessions on developing their marketing plans. Each business could charge \$300 per attendee, and with 20 attendees, they could generate \$6,000 in total revenue, splitting the profits.

### Synergy Potential:

The unique synergy lies in combining high-level coaching with practical marketing tactics, offering a holistic service that addresses both leadership and market visibility, which is particularly attractive to small business owners looking for dual support.

### Action Items:

1. Schedule a meeting between Reden Dionisio and Victoria Price to outline potential workshop topics.
2. Develop a marketing plan for the collaborative event, targeting their shared audience.
3. Create promotional materials that highlight the benefits of the combined coaching and marketing services.

Value: HIGH

MUTUAL BENEFIT

## REFERRAL 4/4

70% conf

Organize Design Create / Genuines Coaching & Consulting

### Reasoning:

Both businesses target small business owners but in different service areas. While Organize Design Create focuses on marketing, Genuines Coaching & Consulting offers coaching. They can refer clients to each other when they identify a need for the other's services.

### Value Proposition:

Each referral could lead to new clients, potentially increasing revenue streams by 15% for both businesses as they tap into each other's networks.

### Collaboration Example:

When Organize Design Create signs a new client who needs help with leadership development, Victoria can refer them to Genuines Coaching. For instance, if a startup struggles with team dynamics, Victoria can recommend Genuines' coaching services, earning a 10% referral fee on the coaching package sold. This creates a revenue-sharing opportunity while enhancing client satisfaction.

**Synergy Potential:**

The pairing is unique as the referral relationship can create a powerful ecosystem for small businesses, where they can benefit from both strategic marketing and leadership coaching, providing a more comprehensive solution.

**Action Items:**

1. Develop a referral agreement that specifies the terms of referral fees.
2. Create a list of ideal client profiles for each business to streamline referrals.
3. Host a joint networking event to introduce both client bases to each other's services.

Value: MEDIUM

MUTUAL BENEFIT

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