

# BUSINESS RELATIONSHIP ANALYSIS

Be Present Detalles!" Genuines Coaching & Consulting

4 Relationships Identified

## BUSINESS PROFILES

### Be Present Detalles

Contact: De'Ana Aguas  
Industry: Professional Services  
Events and Experiences

### Genuines Coaching & Consulting

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

## COLLABORATION 1/4

85% conf

Genuines Coaching & Consulting ! Be Present Detalles

### Reasoning:

Genuines Coaching & Consulting specializes in coaching and training, which can enhance the experiences offered by Be Present Detalles. By combining their services, they can create unique events that not only entertain but also educate attendees, appealing to both businesses' target markets.

### Value Proposition:

By collaborating, they can attract a wider audience, potentially increasing event attendance by 30%, leading to higher revenue for both businesses.

### Collaboration Example:

Genuines Coaching & Consulting could host a 'Business and Romance Retreat' at one of Be Present Detalles' event venues, where they provide leadership workshops during the day and Be Present curates romantic dinners in the evening. They charge \$200 per participant, and with 50 attendees, they would split the \$10,000 revenue.

### Synergy Potential:

This partnership uniquely blends professional development with personal growth, creating a multifaceted experience that neither business could achieve alone, thereby elevating their market position.

### Action Items:

1. Set up an initial meeting to brainstorm potential retreat themes and logistics.

2. Develop a marketing plan targeting local businesses and professionals for the event.
3. Create a joint promotional campaign on social media to generate buzz and attract participants.

Value: HIGH

MUTUAL BENEFIT

## REFERRAL 2/4

70% conf

Be Present Detalles' Genuines Coaching & Consulting

### Reasoning:

Both businesses target professionals, but focus on different aspects—Genuines on coaching and Be Present on events. This allows them to refer clients to one another without competition.

### Value Proposition:

Establishing a referral system could generate additional leads for both businesses, potentially increasing their client base by 20% annually.

### Collaboration Example:

Whenever Be Present Detalles organizes a corporate event, they can recommend Genuines Coaching for follow-up training or coaching sessions, providing attendees with valuable resources. In return, Genuines can suggest Be Present for client events, ensuring both receive consistent referrals.

### Synergy Potential:

This referral partnership is unique as it connects personal and professional development, allowing each business to enhance their service offerings without overlap.

### Action Items:

1. Create a referral agreement outlining the terms and benefits for both parties.
2. Host a joint networking event to introduce both businesses to each other's clientele.
3. Design promotional materials highlighting the referral benefits to distribute at events.

Value: MEDIUM

MUTUAL BENEFIT

## COLLABORATION 3/4

85% conf

Be Present Detalles' Genuines Coaching & Consulting

### Reasoning:

Be Present Detalles specializes in creating memorable events and experiences that cater to busy professionals, which aligns perfectly with the coaching and training sessions provided by Genuines Coaching & Consulting. By collaborating, they can offer comprehensive packages that enhance both personal development and networking opportunities.

### **Value Proposition:**

This collaboration could generate an estimated additional revenue of \$10,000 per quarter through bundled service offerings, attracting more clients from both target markets.

### **Collaboration Example:**

Be Present Detalles could plan a two-day leadership retreat for C-suite executives, featuring workshops by Genuines Coaching & Consulting. The retreat includes luxury accommodations, catered meals, and personalized coaching sessions, with a total package fee of \$15,000. Both businesses share the profits, enhancing their portfolios and client bases.

### **Synergy Potential:**

This partnership uniquely combines event management with professional coaching, creating a holistic development experience that neither business could offer alone, thereby increasing their appeal to high-level professionals seeking both learning and networking.

### **Action Items:**

1. Schedule a meeting between De'Ana and Reden to brainstorm retreat themes and logistics.
2. Develop a joint marketing plan to promote the leadership retreat to both businesses' target audiences.
3. Create a feedback mechanism to gather insights from participants for future collaborations.

Value: HIGH

MUTUAL BENEFIT

**REFERRAL 4/4**

70% conf

Genuines Coaching & Consulting | Be Present Detalles

### **Reasoning:**

Genuines Coaching & Consulting targets C-suite executives and small business owners who may be in need of professional event management for corporate retreats or team-building activities. Referring clients to Be Present Detalles can provide additional value to their coaching clients.

### **Value Proposition:**

This referral relationship could lead to an additional \$5,000 per quarter through ongoing event management services requested by executives seeking help with corporate events.

### **Collaboration Example:**

After a successful coaching session, Reden refers a client needing an annual corporate retreat. Be Present Detalles organizes a two-day event, managing everything from the venue to activities, resulting in a \$7,500 contract. Reden earns a referral fee of 10%, boosting revenue without extra effort.

### **Synergy Potential:**

This relationship allows Genuines Coaching & Consulting to enhance their service offerings by integrating high-quality event experiences, while Be Present Detalles gains access to a new clientele that values professional development.

### **Action Items:**

1. Establish a referral agreement outlining commission structures and responsibilities.
2. Create a joint promotional flyer that highlights both businesses' services for events and coaching.
3. Schedule regular check-ins to discuss referral outcomes and optimize the partnership.

Value: MEDIUM

MUTUAL BENEFIT

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