

# BUSINESS RELATIONSHIP ANALYSIS

## Enriquez Aesthetics !” Genuines Coaching & Consulting

4 Relationships Identified

### BUSINESS PROFILES

#### Enriquez Aesthetics

Contact: Bianca Enriquez  
Industry: Professional Services  
Luxury facial experiences

#### Genuines Coaching & Consulting

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

### REFERRAL 1/4

70% conf

#### Genuines Coaching & Consulting !” Enriquez Aesthetics

##### Reasoning:

Genuines Coaching & Consulting targets business owners and corporate executives, who may also be interested in enhancing their personal appearance and self-care through luxury skincare services offered by Enriquez Aesthetics. This complementary targeting creates a referral opportunity where both businesses can benefit from each other's client bases.

##### Value Proposition:

By referring clients to each other, both businesses can increase their customer reach by 20%, potentially translating to an additional \$2,000 in monthly revenue for each business.

##### Collaboration Example:

Genuines Coaching can include a voucher for a luxury facial experience at Enriquez Aesthetics in their coaching packages for corporate executives. For example, during a workshop for a local tech firm, Genuines provides a package that includes a coaching session and a voucher for a facial. This not only enhances the overall value of the coaching package but also drives new clients to Enriquez Aesthetics, generating a collaborative revenue stream.

##### Synergy Potential:

The unique combination of personal development coaching and luxury skincare services addresses both professional and personal well-being, appealing to executives who value self-care as part of their leadership journey.

**Action Items:**

1. Schedule a meeting between Reden Dionisio and Bianca Enriquez to discuss mutual referral opportunities.
2. Design a referral program that includes discounted services for clients referred by either business.
3. Create a joint marketing campaign highlighting the benefits of self-care in professional development.

Value: MEDIUM

MUTUAL BENEFIT

**COLLABORATION 2/4**

65% conf

Genuines Coaching & Consulting | Enriquez Aesthetics

**Reasoning:**

Both businesses can collaborate on events that promote personal and professional development. Genuines Coaching could host workshops focused on self-improvement that could include sessions on personal grooming and image, integrating services from Enriquez Aesthetics.

**Value Proposition:**

This collaboration could attract 30-40 participants per workshop, resulting in a potential \$3,000 revenue for Genuines and a \$1,500 revenue potential from facial service add-ons for Enriquez.

**Collaboration Example:**

Genuines Coaching organizes a workshop titled 'The Executive Edge: Elevate Your Professional Image,' where participants learn about leadership skills and receive a mini facial treatment from Enriquez Aesthetics. This event could be held monthly, drawing in clients who are interested in both personal development and skincare, creating a win-win situation for both businesses.

**Synergy Potential:**

This partnership uniquely combines the enhancement of professional skills with the importance of personal appearance, catering to executives who want to project confidence and professionalism.

**Action Items:**

1. Develop a joint workshop outline that incorporates skincare and coaching topics.
2. Identify a venue and set a date for the first event.
3. Create promotional materials that highlight both brands and the benefits of attending the workshop.

Value: HIGH

MUTUAL BENEFIT

## Enriquez Aesthetics !' Genuines Coaching &amp; Consulting

**Reasoning:**

Enriquez Aesthetics targets individuals focused on improving their skin condition, while Genuines Coaching & Consulting serves C-suite executives and small business owners. These groups often overlap, as executives may seek self-care services to manage stress and personal image.

**Value Proposition:**

By referring clients, Enriquez Aesthetics can tap into Genuines' network, potentially increasing customer base by 20%, while Genuines can offer enhanced wellness options to their clients, improving client retention.

**Collaboration Example:**

Genuines Coaching & Consulting could include a voucher for a luxury facial experience with every coaching package sold. For instance, if a small business owner purchases a \$2,000 coaching package, they receive a \$200 voucher for a luxury facial. This not only enhances the perceived value of Genuines' services but also drives new clientele to Enriquez Aesthetics.

**Synergy Potential:**

The combination of high-end skincare and executive coaching creates a unique emphasis on personal wellness and self-care, appealing strongly to high-stress professionals who prioritize both appearance and mental well-being.

**Action Items:**

1. Develop a referral agreement outlining terms and benefits for each business.
2. Create a joint marketing campaign to announce the partnership, targeting both client bases.
3. Host a networking event where both businesses can present their offerings, promoting the referral opportunity.

Value: HIGH

MUTUAL BENEFIT

## Genuines Coaching &amp; Consulting !' Enriquez Aesthetics

**Reasoning:**

Genuines Coaching & Consulting's clientele often includes individuals who value personal development and self-care. Referring their clients to Enriquez Aesthetics for luxury facial experiences aligns with their focus on holistic well-being.

**Value Proposition:**

Genuines can enhance their service offerings, potentially increasing their package sales by 15% through added referrals, while Enriquez Aesthetics can gain new clients from Genuines' established network.

**Collaboration Example:**

Genuines Coaching & Consulting could offer their clients a 'Wellness Package' that includes a coaching session and a luxury facial. For example, during a coaching session, the coach could discuss stress management techniques and offer a voucher for a facial, thus promoting relaxation and self-care, leading to increased satisfaction and loyalty.

**Synergy Potential:**

The pairing highlights a commitment to elevating personal and professional growth through wellness, creating a unique value proposition that emphasizes both physical and mental health.

**Action Items:**

- 1. Create a 'Wellness Package' that combines coaching and a facial experience.
- 2. Launch a campaign promoting this package on social media and through email newsletters.
- 3. Gather testimonials from clients who benefit from both services to use in future marketing efforts.

Value: HIGH

MUTUAL BENEFIT

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