

BUSINESS RELATIONSHIP ANALYSIS

Be Present Detalles!" The P-Way Solutions

2 Relationships Identified

BUSINESS PROFILES

Be Present Detalles

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

The P-Way Solutions LLC

Contact: Pervis Lowman
Industry: Real Estate
Commercial Janitorial Services

REFERRAL 1/2

80% conf

Be Present Detalles!" The P-Way Solutions LLC

Reasoning:

Both businesses serve busy professionals and small businesses, but in different capacities. Be Present Detalles specializes in creating memorable events, while The P-Way Solutions provides essential janitorial services for those events. Referring each other could enhance customer satisfaction and retention.

Value Proposition:

By referring clients, Be Present Detalles can earn up to 20% commission on janitorial contracts for events, while The P-Way Solutions gains access to a steady stream of event clients who require cleaning services.

Collaboration Example:

When Be Present Detalles organizes a corporate event, they can recommend The P-Way Solutions for post-event cleaning. For instance, after a large gala, Be Present Detalles refers The P-Way Solutions to handle the cleanup, earning a commission while ensuring the business event is spotless, enhancing their reputation.

Synergy Potential:

This pairing is unique because it combines event management with essential follow-up cleaning services, creating a seamless experience for clients who appreciate the convenience of a one-stop-shop for both event planning and post-event care.

Action Items:

1. Set up a meeting between De'Ana Aguas and Pervis Lowman to discuss referral agreement details.
2. Create a joint promotional flyer highlighting the referral partnership for distribution at events.
3. Develop a tracking system for referrals to measure the effectiveness and commission payments.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

The P-Way Solutions LLC! Be Present Detalles

Reasoning:

The P-Way Solutions caters to small businesses and clients seeking commercial janitorial services, which can include venues hosting events. Referring Be Present Detalles to their clients can create additional value for them and new leads for Be Present.

Value Proposition:

The P-Way Solutions can earn a referral fee for sending clients to Be Present Detalles, while Be Present can access a new client base that is already invested in maintaining their business environment.

Collaboration Example:

When The P-Way Solutions secures a new contract with a local business that wants to hold a corporate event, they can recommend Be Present Detalles for event planning. For instance, a small tech company looking to host a product launch benefits from Be Present's creativity, while The P-Way Solutions earns a referral fee.

Synergy Potential:

This collaboration leverages existing relationships in the local business community, where both companies can enhance service offerings and ensure a higher quality of events and post-event maintenance.

Action Items:

1. Organize a joint networking event to introduce both businesses to potential clients.
2. Draft a mutual referral agreement detailing the commission structure and processes.
3. Exchange client lists to identify potential leads for each other's services.

Value: MEDIUM

MUTUAL BENEFIT