

BUSINESS RELATIONSHIP ANALYSIS

Connections to the Nations Llc !” Genuines Coach

4 Relationships Identified

BUSINESS PROFILES

Connections to the Nations Llc

Contact: Arlene Ortiz
Industry: Professional Services
Community Fair and Culture

Genuines Coaching & Consulting

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

PARTNER 1/4

80% conf

Genuines Coaching & Consulting !” Connections to the Nations Llc

Reasoning:

Genuines Coaching & Consulting specializes in coaching and training, which can align well with Connections to the Nations' focus on community engagement. They can create joint programs that leverage both services, enhancing value for their target markets.

Value Proposition:

By collaborating on community-focused training sessions, both businesses can tap into a wider audience, potentially increasing revenue by 20% through shared marketing efforts and program fees.

Collaboration Example:

Genuines Coaching & Consulting could offer a series of leadership training workshops at Connections to the Nations' community fairs. For instance, during the next fair, they could conduct a workshop on effective communication for business owners, attracting 50 participants at a fee of \$200 each, generating \$10,000 in revenue, which would be split evenly between both businesses.

Synergy Potential:

This partnership uniquely combines Genuines' expertise in professional development with Connections' established community network, creating a powerful platform for engagement and growth that neither could achieve alone.

Action Items:

1. Schedule a meeting to outline potential workshop topics and dates for the next community fair.
2. Identify and design marketing materials to promote the joint workshops to both business and community audiences.
3. Develop a feedback mechanism to assess the effectiveness of the workshops and refine future offerings.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/4

70% conf

Connections to the Nations LLC / Genuines Coaching & Consulting

Reasoning:

Connections to the Nations serves businesses that may benefit from Genuines' coaching and training services. They can refer clients looking for professional development, which can help Genuines expand their reach.

Value Proposition:

By referring clients, Connections can earn a referral fee of 10% on any coaching packages sold, while Genuines gains new clients without additional marketing costs.

Collaboration Example:

Connections to the Nations identifies a local startup at a community fair that expresses interest in leadership coaching. They refer the startup to Genuines Coaching & Consulting, which results in a \$3,000 coaching package sale. Connections earns a \$300 referral fee with minimal effort.

Synergy Potential:

The unique synergy lies in Connections' deep community ties, allowing them to spot potential coaching clients in their network, while Genuines provides the professional services needed to help these businesses grow.

Action Items:

1. Create a referral agreement outlining commission structures and expectations.
2. Train Connections' team on Genuines' services to effectively communicate the offerings.
3. Develop a joint promotional campaign to highlight the referral program at community events.

Value: MEDIUM

MUTUAL BENEFIT

COLLABORATION 3/4

85% conf

Genuines Coaching & Consulting ! Connections to the Nations Llc

Reasoning:

Genuines Coaching & Consulting can offer workshops and training sessions at Connections to the Nations' community events, enhancing the value they provide to local businesses. This collaboration will help both businesses reach their target markets effectively.

Value Proposition:

By integrating coaching sessions into community fairs, Genuines could generate an additional \$2,000 per event in revenue while Connections increases event attendance by 30%, attracting more local businesses.

Collaboration Example:

Genuines Coaching & Consulting will host a leadership training workshop at the next Connections to the Nations community fair. They will create a special session titled 'Leading with Purpose' tailored for small business owners attending the fair. With 50 attendees expected, the session could generate \$1,500 in revenue for Genuines while providing valuable content that will attract more participants to future fairs.

Synergy Potential:

This partnership uniquely combines coaching expertise with community outreach, creating an impactful platform for business development that neither could achieve alone. The local focus of both businesses will enhance community engagement and foster strong relationships.

Action Items:

1. Schedule a meeting between Reden Dionisio and Arlene Ortiz to discuss potential workshop topics.
2. Draft a proposal for the 'Leading with Purpose' workshop detailing objectives and outcomes.
3. Market the community fair through both businesses' channels to maximize attendance.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 4/4

70% conf

Connections to the Nations Llc ! Genuines Coaching & Consulting

Reasoning:

Connections to the Nations serves businesses that may need coaching and consulting services, creating an opportunity for referrals. By referring its clients to Genuines, it can provide additional value to its business network.

Value Proposition:

Each referral could potentially yield \$1,000 in consulting fees for Genuines, while Connections enhances its service offering, thereby increasing client satisfaction and retention.

Collaboration Example:

Connections to the Nations will include a section in their community fair program highlighting Genuines Coaching & Consulting as a recommended partner for leadership training. When Connections refers three clients to Genuines for training sessions, Genuines agrees to give a 10% referral fee, generating \$300 for Connections.

Synergy Potential:

By combining community engagement with professional development, this partnership leverages Connections' local network to enhance Genuines' visibility and client base in the Jacksonville area.

Action Items:

1. Develop a referral program outlining the benefits for both businesses.
2. Create marketing materials that highlight Genuines' services to be distributed at Connections' events.
3. Train Connections' staff on Genuines' offerings for effective client referrals.

Value: MEDIUM

MUTUAL BENEFIT
