

# BUSINESS RELATIONSHIP ANALYSIS

## Genuines Coaching & Consulting !” Noseniorleft

4 Relationships Identified

### BUSINESS PROFILES

#### Genuines Coaching & Consulting

Contact: Reden Dionisio

Industry: Technology

Coaching, Speaking, Training

#### Noseniorleftbehindfl.org

Contact: Wanda K Jackson

Industry: Professional Services

Assessments for 55 and older in need of a service to help maintain independence.

### PARTNER 1/4

80% conf

Genuines Coaching & Consulting !” Noseniorleftbehindfl.org

#### Reasoning:

Genuines Coaching & Consulting specializes in coaching and training, which can provide essential skills and motivation for the caregivers and professionals working with seniors at Noseniorleftbehindfl.org. This partnership could enhance the quality of services provided to seniors by improving the competence and morale of their caregivers.

#### Value Proposition:

By integrating coaching services, Noseniorleftbehindfl.org can increase the effectiveness of their team, potentially leading to a 15% improvement in service satisfaction ratings, which could attract more clients and funding.

#### Collaboration Example:

Genuines Coaching & Consulting could conduct a series of training workshops for the staff of Noseniorleftbehindfl.org, focusing on effective communication and elder care best practices. For example, if they host a workshop on 'Empathetic Communication', it would not only empower caregivers but also improve the quality of interaction with seniors, leading to higher client retention rates. The two businesses could split the \$3,000 fee for the training, with Genuines gaining exposure and Noseniorleftbehindfl.org enhancing service quality.

#### Synergy Potential:

This partnership uniquely combines technology-driven coaching with a compassionate service for seniors, creating a holistic approach that addresses both caregiver skills and senior needs, unlike typical service provider partnerships.

### Action Items:

1. Schedule an initial meeting to discuss training needs and objectives for Noseniorleftbehindfl.org's team.
2. Develop a tailored training program that addresses specific challenges faced by caregivers working with seniors.
3. Plan and execute the first workshop within the next month, including marketing efforts to promote the new training initiative.

Value: HIGH

MUTUAL BENEFIT

## REFERRAL 2/4

70% conf

Noseniorleftbehindfl.org !' Genuines Coaching & Consulting

### Reasoning:

Noseniorleftbehindfl.org targets seniors and their families, who may also be business owners or corporate execs needing coaching services. They can refer clients to Genuines Coaching & Consulting for leadership and personal development.

### Value Proposition:

By providing referrals, Noseniorleftbehindfl.org can earn a referral fee, which could be around 10% of any coaching contract initiated through their introduction, enhancing their funding capacity.

### Collaboration Example:

When Noseniorleftbehindfl.org identifies a senior client who is also a business owner seeking personal development, they can refer them directly to Genuines. For example, if they refer a senior business owner to Genuines Coaching for a \$5,000 coaching package, Noseniorleftbehindfl.org would earn a \$500 referral fee. This system not only generates revenue for Noseniorleftbehindfl.org but also enriches Genuines' client base.

### Synergy Potential:

The unique aspect of this referral relationship lies in targeting a demographic that straddles both the senior care and business development sectors, creating a bridge between personal and professional growth.

### Action Items:

1. Create a referral agreement outlining the commission structure for successful client referrals.
2. Develop promotional materials for both businesses to communicate the benefits of coaching services to seniors.
3. Launch a joint marketing campaign to educate their respective audiences about the potential for personal growth and development.

Value: MEDIUM

MUTUAL BENEFIT

Genuines Coaching & Consulting | Noseniorleftbehindfl.org

#### Reasoning:

Genuines Coaching & Consulting specializes in coaching and training, which can benefit Noseniorleftbehindfl.org's staff in delivering better services to their senior clients. By enhancing staff skills, they can improve client satisfaction and operational efficiency.

#### Value Proposition:

Genuines could charge \$2,000 for a tailored training program, which could lead to a 20% increase in service effectiveness for Noseniorleftbehindfl.org, ultimately bringing in more clients and increasing revenue.

#### Collaboration Example:

Genuines will conduct a two-day workshop for Noseniorleftbehindfl.org's team, focusing on effective communication with seniors and promoting their services. Post-training, Noseniorleftbehindfl.org sees a 30% rise in client engagement as staff apply new techniques, leading to a potential \$10,000 increase in service contracts over the next quarter.

#### Synergy Potential:

This partnership is unique because it combines professional development with direct service delivery to seniors, allowing not only for improved internal operations but also enhanced client interactions that are vital in the elder care industry.

#### Action Items:

1. Schedule an initial meeting to discuss training needs and goals for Noseniorleftbehindfl.org's team.
2. Develop a customized training curriculum focusing on senior communication and service delivery.
3. Set a timeline for the training delivery and establish metrics for evaluating the program's effectiveness.

Value: HIGH

MUTUAL BENEFIT

Noseniorleftbehindfl.org | Genuines Coaching & Consulting

#### Reasoning:

Noseniorleftbehindfl.org serves a demographic that includes C-suite executives and small business owners who may require personal coaching or consulting services. Referring these clients can help Genuines expand its reach.

#### Value Proposition:

Noseniorleftbehindfl.org can earn a referral fee of 15% for each client that transitions to Genuines, potentially generating \$1,500 to \$3,000 for Noseniorleftbehindfl.org if just a handful of clients are referred.

#### Collaboration Example:

Noseniorleftbehindfl.org introduces Genuines to a local business owner seeking leadership training for their staff. After an introductory session, the business owner enrolls in a \$10,000 coaching package, and Noseniorleftbehindfl.org receives a \$1,500 referral fee, creating a win-win situation.

**Synergy Potential:**

This relationship is particularly powerful because it leverages Noseniorleftbehindfl.org's existing trust with seniors who may have business connections, resulting in well-qualified leads for Genuines.

**Action Items:**

1. Create a referral agreement outlining the terms and potential commissions for each successful referral.
2. Develop marketing materials that Genuines can use to reach out to the senior clients of Noseniorleftbehindfl.org.
3. Host an informational session where Genuines can present their services to Noseniorleftbehindfl.org's clients.

Value: MEDIUM

MUTUAL BENEFIT