

BUSINESS RELATIONSHIP ANALYSIS

Genuines Coaching & Consulting !” IV Creat

5 Relationships Identified

BUSINESS PROFILES

Genuines Coaching & Consulting

Contact: Reden Dionisio

Industry: Technology

Coaching, Speaking, Training

IV Creative

Contact: Iliana

Industry: Marketing & Design

We support local businesses who are in need of content creation services.

REFERRAL 1/5

80% conf

IV Creative !” Genuines Coaching & Consulting

Reasoning:

IV Creative focuses on content creation for local businesses, while Genuines Coaching & Consulting targets business owners and corporate executives. This overlap allows IV Creative to refer clients needing coaching or training services to Genuines, creating a mutually beneficial referral network.

Value Proposition:

IV Creative could generate additional revenue by earning a referral fee for every client sent to Genuines, enhancing its service offerings for local businesses.

Collaboration Example:

Iliana from IV Creative could identify local businesses struggling with leadership challenges and refer them to Reden at Genuines for coaching. For instance, if a local restaurant owner is looking to improve team management, IV Creative can refer them directly to Genuines, earning a 10% referral fee on any coaching contracts signed, while Genuines gains a new client.

Synergy Potential:

This pairing is unique because IV Creative can leverage its local business connections to provide qualified leads to Genuines, while Genuines can enhance its client base without extensive marketing efforts.

Action Items:

1. Set up a meeting between Iliana and Reden to discuss referral terms and fee structures.
2. Create a co-branded brochure outlining the services of both businesses to distribute to local clients.
3. Establish a monthly follow-up to assess referral success and share feedback.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 2/5

75% conf

Genuines Coaching & Consulting !' IV Creative

Reasoning:

Genuines Coaching & Consulting could refer its clients who need marketing and design services to IV Creative, particularly those looking for improved branding or content strategies. This creates a referral loop that enhances both businesses.

Value Proposition:

Genuines could receive a referral commission for directing clients to IV Creative, while IV Creative gains access to business owners who may need marketing assistance.

Collaboration Example:

Reden at Genuines can identify a corporate client needing a new marketing strategy after a training session. He can refer them to IV Creative for branding services, earning a 10% commission on any projects initiated, while IV Creative gets a new business client to enhance their portfolio.

Synergy Potential:

This unique pairing allows Genuines to add value to its coaching services by providing clients with trusted marketing resources, enhancing their overall business offerings.

Action Items:

1. Develop a referral agreement outlining commission rates and procedures.
2. Create a shared document where both parties can log referrals and track progress.
3. Schedule quarterly meetings to review referral outcomes and adjust strategies.

Value: MEDIUM

MUTUAL BENEFIT

IV Creative!' Genuines Coaching & Consulting

Reasoning:

Both businesses can collaborate on workshops or events that combine coaching and marketing strategies, attracting local business owners who benefit from both services.

Value Proposition:

Joint workshops can draw in participants from both businesses, generating shared revenue and expanding their reach in the local market.

Collaboration Example:

IV Creative and Genuines could host a 'Business Growth Workshop' where they teach local business owners effective marketing strategies alongside leadership development. They could charge \$100 per attendee, with a target of 50 attendees, splitting the \$5,000 revenue, while each benefits from increased visibility and potential new clients.

Synergy Potential:

The collaboration capitalizes on both businesses' strengths, creating a comprehensive resource for local businesses that addresses multiple needs in one offering, making it more appealing than standalone workshops.

Action Items:

1. Brainstorm workshop topics and develop a curriculum that integrates marketing and coaching.
2. Identify potential venues and set a date for the workshop within the next month.
3. Promote the event through both businesses' marketing channels to maximize attendance.

Value: HIGH

MUTUAL BENEFIT

IV Creative!' Genuines Coaching & Consulting

Reasoning:

IV Creative focuses on content creation for local businesses, while Genuines Coaching & Consulting targets C-suite executives and small business owners. This overlap means they can refer clients to one another without competing directly, creating a win-win for both.

Value Proposition:

Increased client base through referrals could lead to a 20% increase in revenue for both businesses over the next quarter.

Collaboration Example:

IV Creative could refer small business clients in need of leadership training to Genuines Coaching. For instance, if a local restaurant owner seeks to improve team dynamics, IV Creative can connect them with Genuines, earning a referral fee of \$250 per successful conversion.

Synergy Potential:

The unique synergy lies in their complementary markets; IV Creative's local focus aligns perfectly with Genuines' target audience, allowing both to enhance their service offerings without overlapping.

Action Items:

1. Establish a referral agreement detailing commission structures.
2. Create a joint marketing campaign targeting local small businesses.
3. Schedule a monthly meeting to share leads and discuss client needs.

Value: HIGH

MUTUAL BENEFIT

VENDOR 5/5

70% conf

Genuines Coaching & Consulting | IV Creative

Reasoning:

Genuines Coaching provides coaching services which could benefit from marketing content to promote their offerings. IV Creative can create professional content that enhances their visibility and client acquisition efforts.

Value Proposition:

By engaging IV Creative's services, Genuines could see a 30% increase in inquiries from potential clients, translating to higher revenue from coaching engagements.

Collaboration Example:

Genuines Coaching can contract IV Creative to develop engaging social media campaigns focused on leadership training packages. For example, IV Creative could create a series of promotional videos showcasing successful coaching testimonials, aiming for a 15% uptick in coaching sign-ups within a month.

Synergy Potential:

This pairing is special because Genuines already has a strong reputation for quality coaching, and IV Creative's expertise in marketing can amplify that reputation, making both brands more visible in Jacksonville.

Action Items:

1. Draft a service agreement for IV Creative to develop a series of marketing materials.
2. Set specific performance metrics for the marketing campaigns.
3. Plan a co-branded webinar to demonstrate the value of coaching, utilizing IV Creative's content expertise.

Value: MEDIUM

MUTUAL BENEFIT