

# BUSINESS RELATIONSHIP ANALYSIS

ALYS Always Love Yourself!" Genuines Coaching

4 Relationships Identified

## BUSINESS PROFILES

### ALYS Always Love Yourself

Contact: Cenita Williamson  
Industry: Professional Services  
Skincare Products to consumers and businesses

### Genuines Coaching & Consulting

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

PARTNER 1/4

80% conf

Genuines Coaching & Consulting!" ALYS Always Love Yourself

#### Reasoning:

Genuines Coaching & Consulting can partner with ALYS Always Love Yourself to provide wellness workshops that integrate skincare education with professional coaching. This would appeal to ALYS's target market of mature women, who could benefit from both skincare knowledge and personal development.

#### Value Proposition:

This partnership could generate additional revenue streams for both businesses, with projected workshop attendance of 20 women paying \$50 each, leading to \$1,000 in revenue per event.

#### Collaboration Example:

Genuines Coaching plans a monthly wellness workshop titled 'Empower Your Skin, Empower Yourself' at ALYS's facility. In the workshop, participants learn about skincare routines tailored for mature skin while also engaging in personal growth exercises facilitated by Reden. Both businesses promote the event, and ALYS sells skincare products at the venue, leading to increased product sales while Genuines earns workshop fees.

#### Synergy Potential:

This pairing is unique because it combines the aspects of skincare and personal coaching, creating a holistic approach to personal well-being that neither business could achieve independently.

**Action Items:**

1. Schedule a planning meeting to outline workshop content and logistics.
2. Develop a co-branded marketing campaign targeting mature women.
3. Set up a system for tracking sales and attendance from the workshops.

Value: HIGH

MUTUAL BENEFIT

**REFERRAL 2/4**

70% conf

ALYS Always Love Yourself! Genuines Coaching &amp; Consulting

**Reasoning:**

ALYS Always Love Yourself can refer clients to Genuines Coaching & Consulting, as many mature women seeking skincare solutions may also benefit from personal development coaching.

**Value Proposition:**

Each referral could generate \$500 in coaching fees for Genuines, enhancing their client base while offering ALYS's clients added value.

**Collaboration Example:**

Whenever a client purchases a skincare regimen, ALYS provides a complimentary 'Personal Empowerment' session voucher for Genuines Coaching. This creates a seamless referral process where ALYS not only enhances customer loyalty but also earns a 10% commission on any subsequent coaching sessions booked from those referrals.

**Synergy Potential:**

This relationship leverages ALYS's existing customer relationships to introduce clients to personal coaching, enriching the customer experience and expanding Genuines' reach in a new demographic.

**Action Items:**

1. Create a referral agreement that outlines commission structures.
2. Develop a tracking system for referrals and commissions.
3. Coordinate a joint promotional campaign highlighting the benefits of both services.

Value: MEDIUM

MUTUAL BENEFIT

## REFERRAL 3/4

80% conf

Genuines Coaching & Consulting | ALYS Always Love Yourself

### Reasoning:

Genuines Coaching & Consulting primarily targets executive leaders and small business owners, while ALYS Always Love Yourself caters to mature women over 40. This allows for a natural referral relationship where Genuines can recommend ALYS's skincare products to its clients who may seek beauty advice for professional appearances.

### Value Proposition:

By referring clients, Genuines can enhance its service offerings, potentially increasing client retention and satisfaction, while ALYS gains access to a new customer base that aligns with their target market.

### Collaboration Example:

During Genuines' workshops for executive leaders, Reden can include a segment on personal branding that features ALYS's skincare products. For example, they could host a 'Confidence Through Care' session, where attendees receive samples of ALYS products, leading to direct sales and increased brand awareness. Genuines could earn a referral fee for each sale made through their recommendation.

### Synergy Potential:

This pairing uniquely combines personal development with skincare, addressing both professional and personal image concerns for C-suite clients, making it a holistic offering that neither could achieve alone.

### Action Items:

1. Schedule an introductory meeting between Reden and Cenita to discuss the referral process.
2. Create a co-branded brochure highlighting ALYS products for distribution at Genuines' events.
3. Define a referral fee structure for clients referred from Genuines to ALYS.

Value: MEDIUM

MUTUAL BENEFIT

## REFERRAL 4/4

75% conf

ALYS Always Love Yourself | Genuines Coaching & Consulting

### Reasoning:

ALYS Always Love Yourself can refer clients looking for personal development and coaching services to Genuines Coaching & Consulting. As many of ALYS's customers are mature women, they often seek ways to enhance their professional presence and leadership skills.

### Value Proposition:

This referral can lead to increased client engagement for both businesses, with ALYS diversifying its offerings by providing clients with coaching recommendations, while Genuines can tap into a demographic that is keen on self-improvement.

### Collaboration Example:

ALYS could host a 'Beauty and Brains' event where customers learn about skincare and personal development. At this event, Cenita can introduce Reden for a brief talk on executive presence, and attendees can receive exclusive discounts on coaching services. This not only boosts sales for ALYS but also generates leads for Genuines.

**Synergy Potential:**

The collaboration between skincare and coaching creates a unique intersection of beauty and personal growth, appealing to women who value both their appearance and professional development, making them more likely to invest in both services.

**Action Items:**

1. Develop a joint marketing strategy to promote the 'Beauty and Brains' event.
2. Create a referral form that ALYS can easily share with customers interested in coaching.
3. Set up a tracking system to monitor referrals and their outcomes for both businesses.

Value: MEDIUM

MUTUAL BENEFIT

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