

# BUSINESS RELATIONSHIP ANALYSIS

Genuine Coaching & Consulting!" Simple Cre

4 Relationships Identified

## BUSINESS PROFILES

### Genuine Coaching & Consulting

Contact: Reden Dionisio

Industry: Technology

Coaching, Speaking, Training

### Simple Creations By T

Contact: Tiana Harris

Industry: Professional Services

Custom gifts, apparel and accessories

REFERRAL 1/4

70% conf

Genuine Coaching & Consulting!" Simple Creations By T

#### Reasoning:

Genuine Coaching & Consulting targets business owners and corporate executives who may need personalized gifts for corporate events or employee recognition. Simple Creations By T specializes in custom gifts, making them an ideal option for Genuines' clients to refer to.

#### Value Proposition:

By referring clients to Simple Creations, Genuines can enhance their service offerings and earn referral fees, while Simple Creations gains access to a steady stream of corporate clients.

#### Collaboration Example:

Genuine Coaching can integrate Simple Creations' custom gifts into their coaching programs for corporate clients. For instance, during a leadership workshop, Genuines can offer personalized plaques or trophies created by Simple Creations to acknowledge participants' achievements, thus earning a referral fee on each item sold.

#### Synergy Potential:

This pairing uniquely leverages Genuines' corporate connections and Simple Creations' customization capabilities, creating a seamless experience for clients celebrating milestones.

#### Action Items:

1. Set up an introductory meeting between Reden Dionisio and Tiana Harris to discuss referral terms.

2. Create a joint marketing plan highlighting custom gift offerings for corporate coaching clients.
3. Establish a tracking system to monitor referrals and sales generated from this partnership.

Value: MEDIUM

MUTUAL BENEFIT

## VENDOR 2/4

60% conf

Simple Creations By T! Genuines Coaching & Consulting

### Reasoning:

Simple Creations could supply custom gifts for events or milestones celebrated by Genuines' coaching clients, enhancing the value of Genuines' services.

### Value Proposition:

This relationship allows Genuines to offer a more comprehensive service package, including personalized gifts, while Simple Creations can increase sales through bulk orders from Genuines' corporate clients.

### Collaboration Example:

During a corporate training session facilitated by Genuines, they can offer branded custom merchandise from Simple Creations as part of the training package. For example, they could include custom embroidered shirts for team-building events, which would lead to a bulk order valued at \$3,000 for Simple Creations.

### Synergy Potential:

The combination of Genuines' training expertise with Simple Creations' custom products creates a compelling value proposition for corporate clients looking for unique, personalized experiences.

### Action Items:

1. Develop a catalog of customizable products from Simple Creations for Genuines to present to their clients.
2. Organize a joint event where Genuines showcases coaching services and Simple Creations displays their custom gift options.
3. Create a feedback loop to refine product offerings based on client responses during Genuines' training sessions.

Value: MEDIUM

MUTUAL BENEFIT

## COLLABORATION 3/4

75% conf

Genuines Coaching & Consulting! Simple Creations By T

### Reasoning:

Genuines Coaching & Consulting specializes in coaching and training for executive leaders, while Simple Creations By T offers custom gifts that could be ideal for recognition and appreciation events. Collaborating on a program that highlights the importance of employee recognition could create a unique offering for both businesses.

### Value Proposition:

This partnership could generate a new revenue stream, potentially bringing in \$3,000-\$5,000 per event from corporate clients looking to enhance team morale through personalized gifts and coaching.

### Collaboration Example:

Genuines Coaching could organize a leadership retreat where Simple Creations provides personalized gifts for each participant, such as custom engraved notebooks and mugs. This would not only enhance the experience for attendees but also create a platform for both businesses to showcase their offerings, with potential revenue from the event split evenly.

### Synergy Potential:

The unique synergy lies in combining leadership development with personalized recognition, creating a holistic approach to employee engagement that neither business could achieve alone.

### Action Items:

1. Schedule a brainstorming session to outline potential workshop themes and gift options.
2. Develop a marketing plan targeting local businesses for the leadership retreat.
3. Create a joint promotional package that outlines the benefits of the combined offering.

Value: MEDIUM

MUTUAL BENEFIT

60% conf

## REFERRAL 4/4

Simple Creations By T! Genuines Coaching & Consulting

### Reasoning:

Simple Creations By T serves individuals and organizations celebrating milestones, which can include leadership achievements. Referring clients to Genuines Coaching for executive training could enhance their service offering and create additional value for their clients.

### Value Proposition:

This could lead to a referral commission structure where Simple Creations earns a percentage of Genuines' fees for clients they refer, potentially generating an additional \$1,000-\$2,000 annually.

### Collaboration Example:

When a client orders custom gifts for a corporate milestone, Simple Creations could recommend Genuines Coaching for team training sessions, presenting it as a way to further invest in their team's development. For example, if a company is celebrating a successful quarter, Simple Creations could suggest a workshop on leadership skills to complement the gifts they are providing.

**Synergy Potential:**

This pairing is unique because it combines tangible recognition with professional development, offering clients a more comprehensive solution to celebrate accomplishments.

**Action Items:**

1. Create a referral agreement outlining commission rates for referred clients.
2. Develop joint marketing materials highlighting the benefits of both services.
3. Host a small networking event together to introduce both businesses to potential clients.

Value: MEDIUM

MUTUAL BENEFIT

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