

BUSINESS RELATIONSHIP ANALYSIS

Be Present Detalles!" flow

2 Relationships Identified

BUSINESS PROFILES

Be Present Detalles

Contact: De'Ana Aguas
Industry: Professional Services
Events and Experiences

flow

Contact: Miguel Camargo
Industry: Professional Services
Coaching

PARTNER 1/2

80% conf

flow!" Be Present Detalles

Reasoning:

Flow's coaching services can complement Be Present Detalles' event experiences by providing personal development workshops or coaching sessions during events. This partnership can enhance the value of events for clients, making them more appealing to busy professionals and couples.

Value Proposition:

By collaborating on events, both businesses can increase their client base and offer higher value packages, potentially generating additional revenue of 20% per event.

Collaboration Example:

Flow could provide a 90-minute stress management workshop at Be Present Detalles' upcoming romantic couples retreat. Participants would learn practical techniques to improve their relationships while enjoying a luxurious weekend getaway. Flow charges a fee for the workshop, enhancing the overall experience for attendees, while Be Present Detalles increases the value proposition of the retreat package.

Synergy Potential:

The unique synergy lies in combining coaching with experiential events, fostering personal growth and relationship enhancement simultaneously. This dual focus on development creates a niche offering that neither can provide alone.

Action Items:

1. Schedule a meeting between Miguel and De'Ana to brainstorm potential workshop topics that align with upcoming events.
2. Create a marketing strategy to promote the combined offering, highlighting the added value for clients.
3. Develop a feedback mechanism post-events to assess participant satisfaction and areas for improvement.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Be Present Detalles → flow

Reasoning:

Be Present Detalles serves busy professionals and couples, who are often ideal clients for coaching services. Referring clients who may benefit from coaching can enhance the overall client experience for both businesses.

Value Proposition:

By referring clients to each other, both businesses can increase their customer retention rates and potentially generate new revenue streams through shared clientele, estimated at 15% of their respective client bases.

Collaboration Example:

When Be Present Detalles hosts an event for busy professionals, they can include a segment where Miguel shares valuable coaching insights. Attendees can receive a special offer for coaching sessions, giving them direct access to Flow's services, while Flow promotes Be Present's upcoming events to their own clients.

Synergy Potential:

This referral relationship leverages the existing trust and rapport that both businesses have with similar clientele, allowing for seamless introductions and increased conversion rates.

Action Items:

1. Establish a referral program that includes discounts for mutual clients to incentivize cross-promotion.
2. Create co-branded marketing materials that highlight the benefits of both coaching and event experiences.
3. Set up monthly check-ins to discuss client feedback and adjust referral strategies accordingly.

Value: MEDIUM

MUTUAL BENEFIT