

## STRATEGIC ALLIANCE BETWEEN BUSINESSES

What is a strategic alliance?

A strategic alliance is a mutual referral of clients between two companies offering **complementary** services, sharing **similar client bases**. It's an excellent way to promote the Davincia brand. Even if your alliance only brings in a few clients, it will open up new profitable opportunities. This type of promotion is strategic and cost-effective.

Keep in mind that direct referrals from loyal customers are one of the best ways to promote your products. Take the time to convert them to the Davincia philosophy (long-term relationship). They will become your best ambassadors.

### **Alliances to consider:**

- Naturopaths;
- Stylists and hair salons;
- Massage therapists;
- Organic manicurist;
- Yoga studios;
- Spas;
- Restaurants and high-end clothing stores;
- Travel agencies;
- Any business that aims to inform, educate and help customers promote wellness and luxury.

### **Suggested strategic agreements**

Davinicia will support your advertising activities.

### **Davinicia provides what you need, and it is renewable (upon presentation of proof)**

- Demo products and samples;
  - Before/after photo album showing the Biocompatible Care\* results;
  - Pamphlets;
  - Toxic agents checklist;
- \*Davinicia reserves the right to vary its contribution depending on the level of visibility.

### **The partner provides (suggestions)**

- A Biocompatible Care\* to offer to the collaborator to introduce them to the product and to thank them;

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- Rewards, such as 50\$-worth of Davincia products or care for each client referral who uses our products. It costs little to gain a quality client, in addition to benefiting from a free advertising window;
- Plastic inserts for pamphlets and business cards.

## **Receive the items provided by Davincia**

Email the **signed** alliance agreement (PDF) to [info@davinicia.ca](mailto:info@davinicia.ca). Davincia will send the required documents and products with your next order.

## **POTENTIAL INFLUENCERS**

### **What do we mean by POTENTIAL INFLUENCER?**

A person who has a high-quality social media following and who shares Davincia's values. An influencer who represents naturalness, has an upscale lifestyle and can influence their community to buy Davincia products.

Everyone wins!

You refer them to us, and we will reward them; they will be able to mention you as a partner and tag Davincia.

- Our participation level depends on the analysis of the influencer's audience. Therefore, it can be personalized.