

Reaching the Hispanic Market

The Hispanic Initiative

By



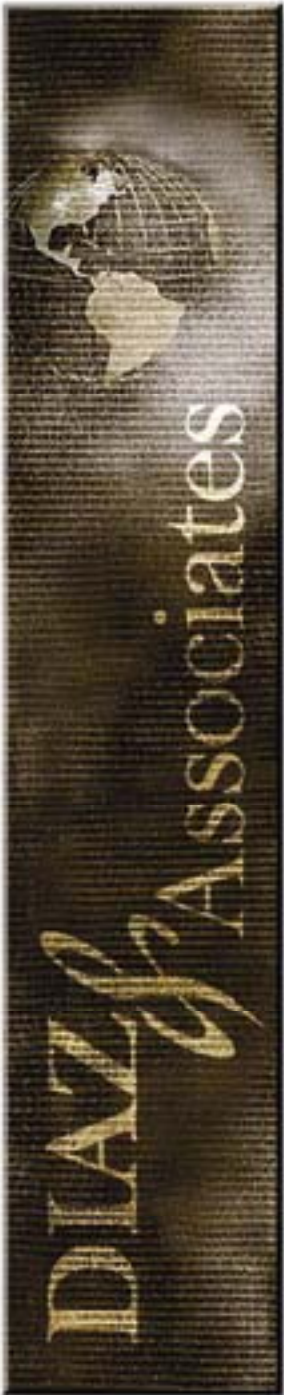
Christian Diaz
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Reaching the Hispanic Market

Hispanic Market Statistics

- The U.S. is the 2nd largest Spanish-speaking nation with over 44 million Hispanics*
- The Hispanic population is the fastest growing segment of the population*
- The 44+ million Hispanic in the U.S. come from various Latin American countries:
 - **66% Mexican, 15% Central & South American,**
 - **9% Puerto Rican, 6% other, 4% Cuban***

* (Source: U.S. Census Bureau)

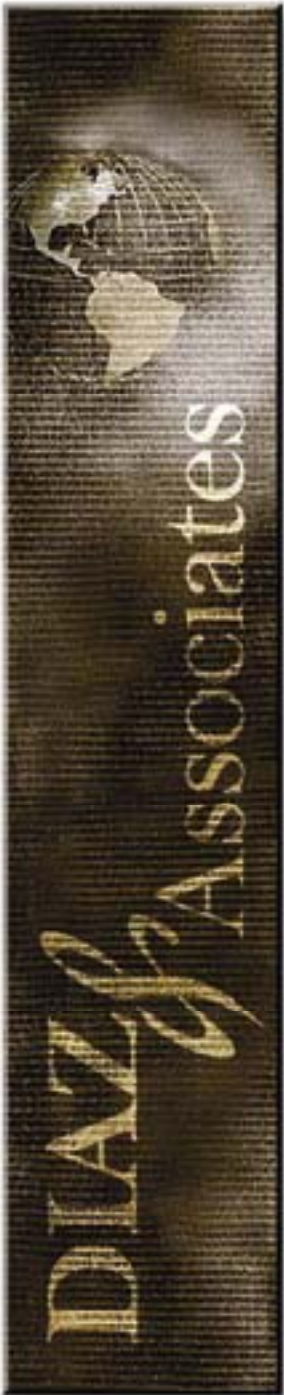


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Hispanic Market Statistics

- 70% of the Hispanic population resides in the following five states:
 - **California, Texas, New York, Florida and Illinois***
- 80% of the teen population in Los Angeles is Hispanic*
- 31% of the entire Hispanic population resides in California
 - **32% of Californians are of Hispanic origin***

* (Source: U.S. Census Bureau)

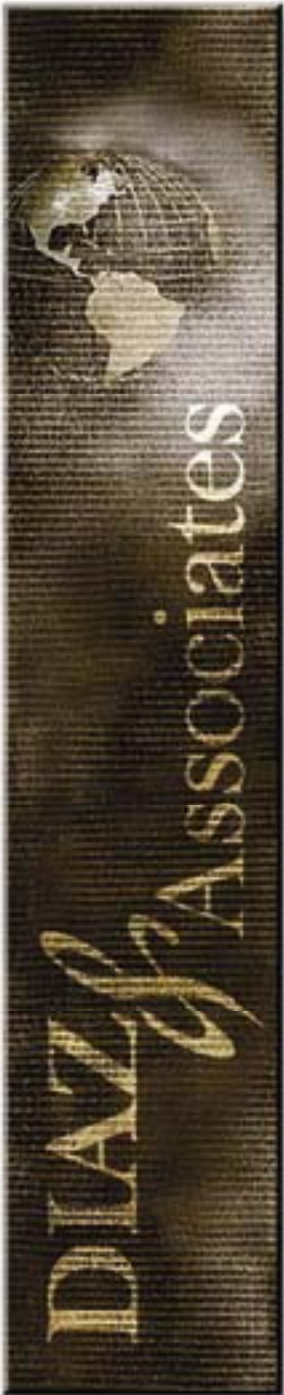


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Hispanic Market Statistics

- 19% of the entire Hispanic population resides in Texas
 - **32% of Texans are of Hispanic origin***
- 42% of the population of New Mexico is Hispanic*
- The median household income for U.S. Hispanics is estimated at \$43,570 which is above the national average*
- Miami/Fort Lauderdale boasts the highest Hispanic average household income — \$57,472 — followed by Chicago and San Francisco*

* (Source: U.S. Census Bureau)

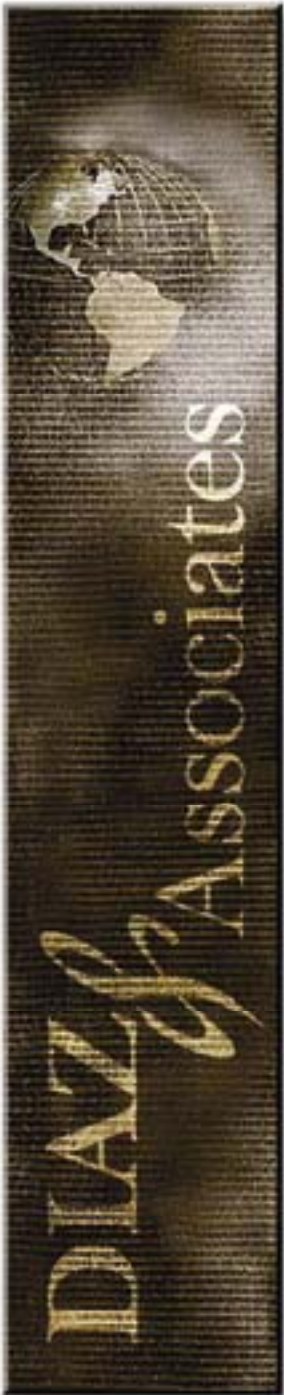


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Hispanic Market Statistics

- New York features the greatest diversity of Hispanics:
 - **31% are Puerto Rican; 17% Mexican; 13% Dominican***
- Hispanics have predominated in San Antonio for two decades, with more than 21,000 businesses there*
- The Rio Grande Valley has the highest percentage of Hispanic residents in the entire United States*

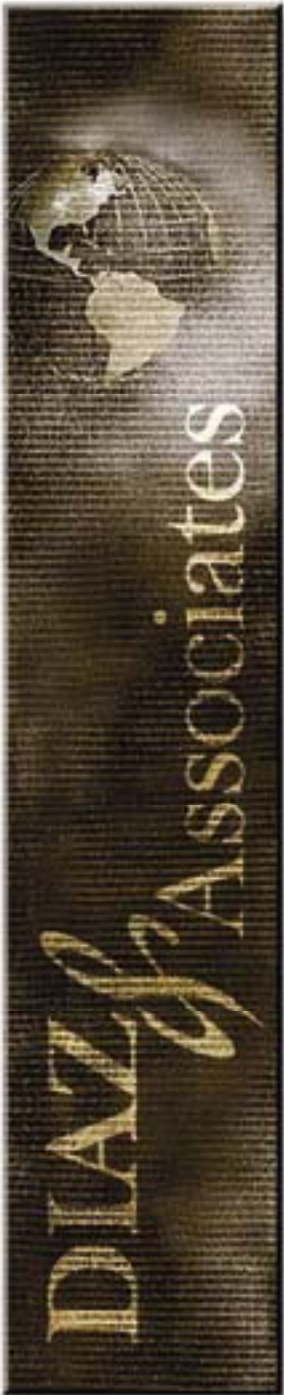
* (Source: U.S. Census Bureau)



Reaching the Hispanic Market

Key Differences between Markets

- “Non Hispanics” are more likely to “try and see” or join because of quality of products or lifestyle whereas Hispanics come into the business because of more immediate needs and the importance of “home remedy culture” that many products provide
- Lower levels of disposable income
- Seeking immediate financial results
- More likely to quit the business if expectations are not met rather than complain and wait



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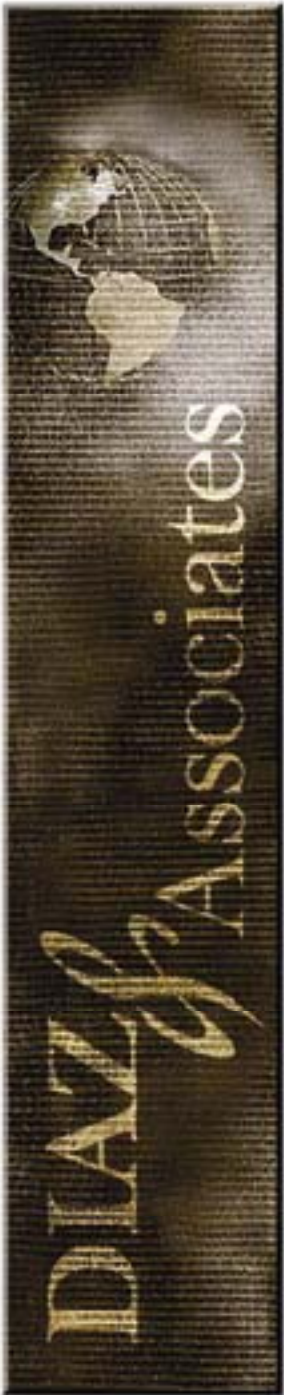
Key Differences between Markets

Economic Differences

- Immediate income requirements
/ 30 – 90 days (Retail Model)
- Income needed to cover basic needs (rent, food, etc.)
- Typically a one-income household (male provider)

Cultural Differences

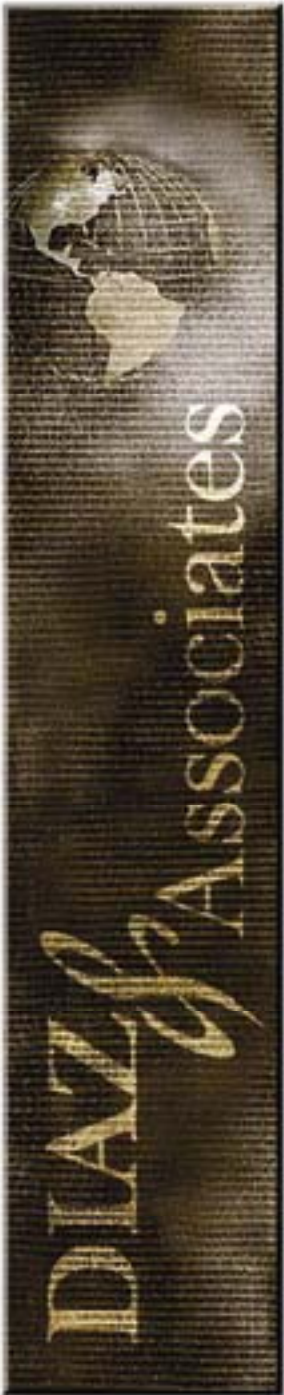
- Most important value among Hispanic women is family
- Family oriented activities
- Extremely brand loyal once trust is established
- Entrepreneurial international opportunities



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Corporate Marketing Strategy

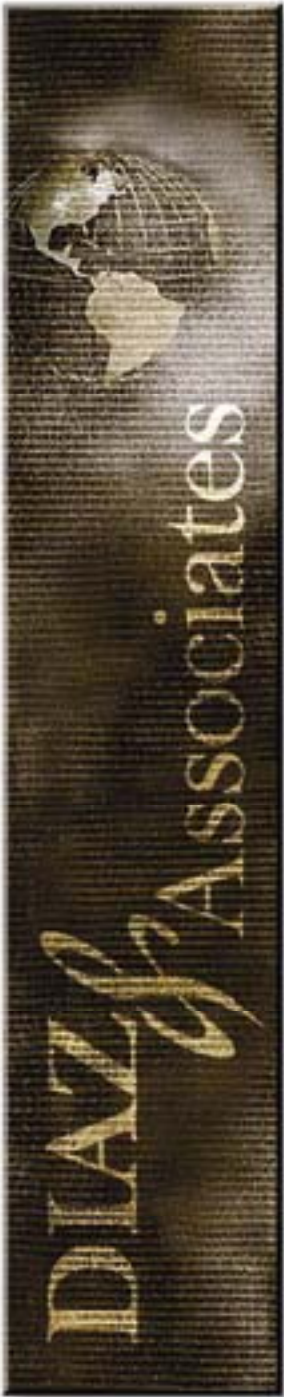
- **Companies Must be More Proactive**
 - Spanish Web pages & Online Application
 - Spanish Printed Marketing Materials
 - Translation of Training Materials
- **Engagement of the entire sales force**



Reaching the Hispanic Market

Implementation of Marketing Strategy

- **Collaborative effort with Field leadership**
- **Identifying Hispanic leadership**
 - Team development and training in conjunction with Field Leaders
 - Promotion of Hispanic centered events through Field Leaders and their downlines
 - Development of international expansion leadership for Latin American Representatives



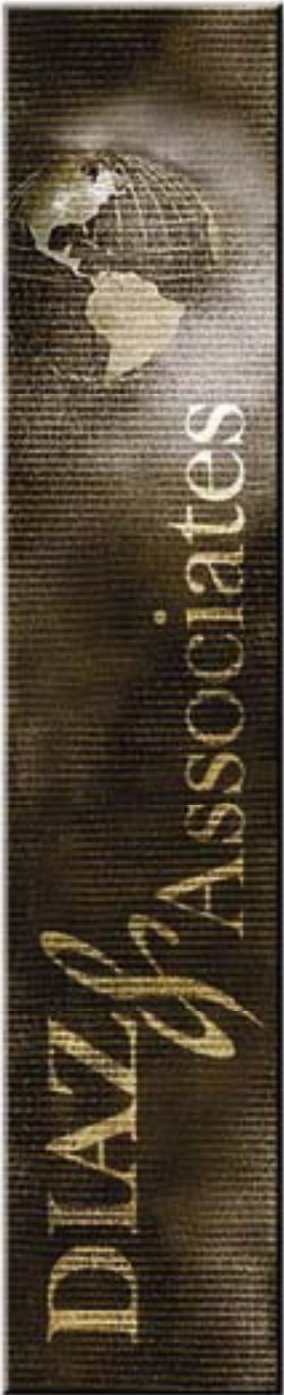
Reaching the Hispanic Market

How to Develop a Hispanic Team

Teamwork – A United Effort

Corporate / Field Leaders / Spanish-Speaking Representatives

- “Anglo” Business Builders – Field Leaders
 - Must work closely with Spanish-speaking Representatives and Business Builders in a united effort to reach Hispanic consumers and Representatives in specific areas

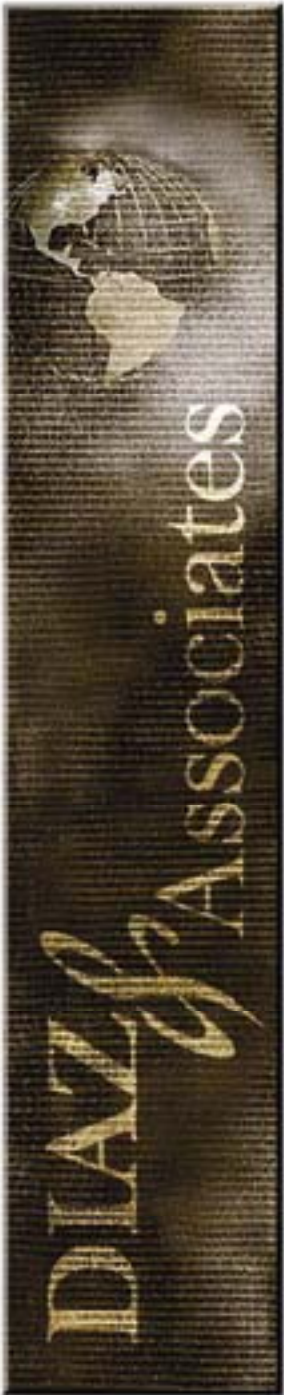


Reaching the Hispanic Market

How to Develop a Hispanic Team

Creating A Leadership Team

- Quality not quantity
- Consultation / **NOT** “Opportunity” Meetings
- Four weeks of training of your leaders
- Establishing hours of operation for your team
- Establishing a system of operation for your team



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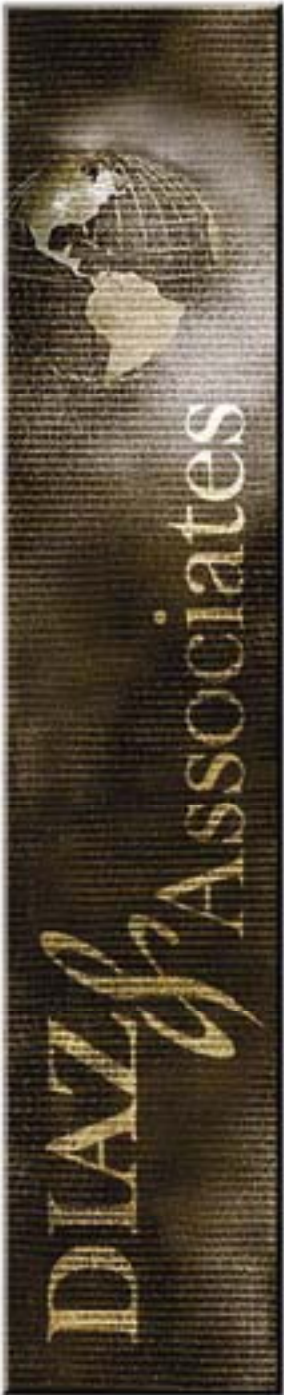
How to Develop a Hispanic Team

Identify Bilingual Consultants

- Search for prominent Hispanic business leaders or small business owners
- Make a list of bilingual contacts in your circle of influence
- Build a list from references from your circle of influence

Approach / Create the Vision

- Seeking Hispanic / bilingual leadership team members
 - Share the domestic Hispanic “untapped” market opportunity
 - Promote the international Latin American expansion
 - Develop a six week business plan to find two business builders per week (total of 12)
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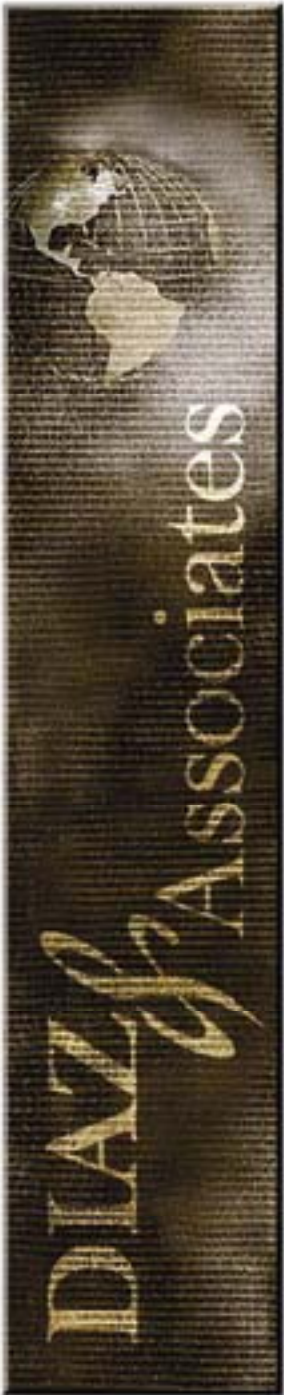


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How to Develop a Hispanic Team

Creating Immediate Income

- **Personal Activity**
 - Home Presentations (Retail sales)
 - Catalogue Sales (Retail sales)
 - One-on-One Presentations (Retail sales)
- **Sponsoring**
 - New Representatives (Discount buyers)
 - Identifying and developing team/business builders

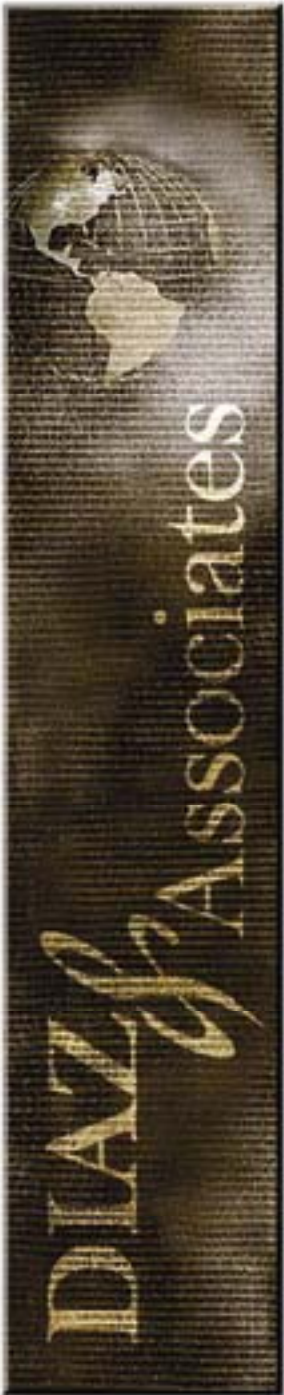


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How to Develop a Hispanic Team

Creating & Maintaining The Value Proposition

- Give Value to the Prospect / Congratulate
 - Find something in them that is unique, valuable or exceptional
- Give Value to the Business
 - Associated with a 27 year-old company / strong sales growth from 2002–2006 / Hispanic and international markets
- Putting Together a Leadership Team
 - People who I **TRUST** and **VALUE**
- Consultation / Interested in Working Together



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How to Develop a Hispanic Team

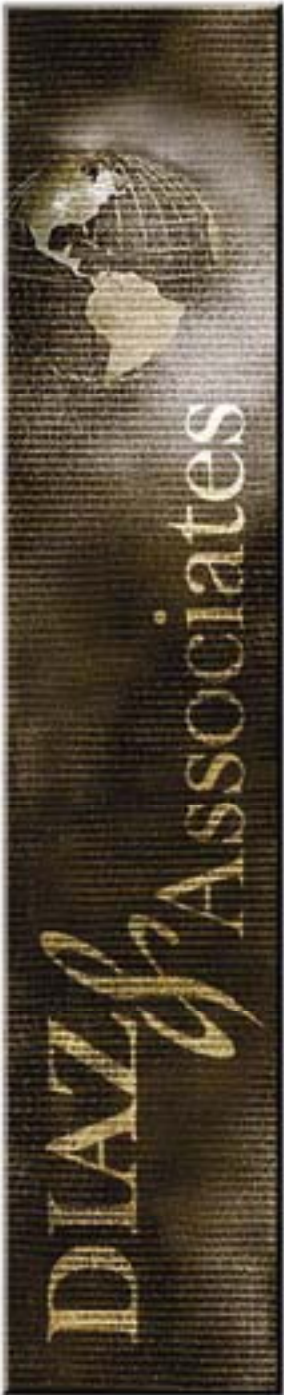
Creating & Maintaining The Value Proposition

“Pablo, first of all, I want to **congratulate you** because I’ve always considered you an **exceptional** person who...”

“The **reason** for my call is that I am **associated** with a 27 year-old company that closed 2006 with over 100% growth in sales and for the first time is expanding into the U.S. Domestic Hispanic Market and eventually into Latin America...”

“I am building my Hispanic **Executive / Leadership team** and I immediately thought of you because I am seeking **professional / quality people who I can trust and build my Hispanic business.**”

“I would like to **spend a few minutes** with you to see if you have an interest in being part of my Hispanic Leadership team.”

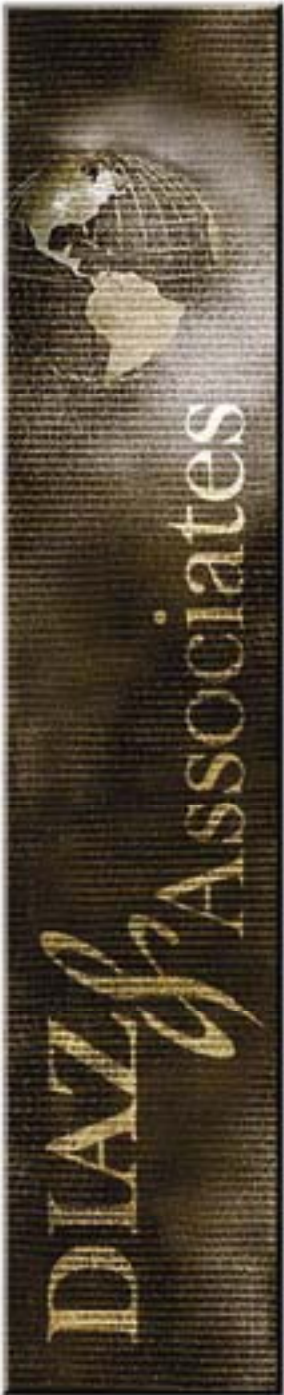


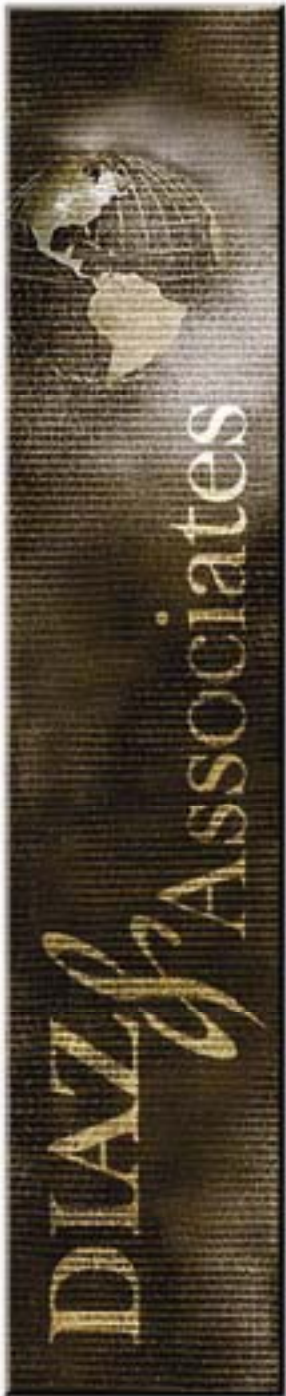
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How to Develop a Hispanic Team

How To Support the Hispanic Team

- Train them how to share and expand the Company's message
- Plug them into the Hispanic Initiative events, training and conference calls
- Provide support and training at the local level for them to share with their team in Spanish





**Thank you for your time &
Interest in the Hispanic Market**



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