

# Reaching the Hispanic Market

## The Arbonne Hispanic Initiative

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# NTC / Hispanic Initiative

## Hispanic Initiative Overview

- **2002 – Arbonne en Español Started**
- **2006 – Initiated Hispanic Initiative**
- **2007 – Market Study & Survey**
  - **Field Support**
    - » Jael Weber / Chris Diaz / Paulo Bermudez / Juana Cameron
  - **Business Development Training**
    - » “Opportunity” Presentation, Advanced Training, Conference Calls, Targeted Market Events and Leader Strategy Development

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## **NTC / Hispanic Initiative**

### **2008 — Implementation of Marketing Strategy**

- **Being more proactive as a company**
  - Spanish Online Application
  - Spanish Online Store
  - Translation of Arbonne University and Arbonne Learn & Burn™
- **Engagement of the entire sales force**

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## **NTC / Hispanic Initiative**

### **2008 — Implementation of Marketing Strategy**

- **Collaborative effort with all Field leadership**
  - **Together developing and identifying Hispanic leadership**
    - » Team development and training in conjunction with NVPs
    - » Promotion of Hispanic events through NVPs and their downlines
    - » Development of international expansion leadership for Latin American Consultants

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## **NTC / Hispanic Initiative**

### **Present Hispanic Division**

- 11,000+ Consultants
- 355 Active Business Builders
- 308 District Managers
- 40 Area Managers
- 7 Regional Vice Presidents
- 2 National Vice Presidents

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## Where We Are Going ... Key Markets

### Sponsored by Arbonne

- **West Coast**
  - California (Los Angeles, May 17<sup>th</sup>)
- **East Coast**
  - Florida, (Miami, August 23<sup>rd</sup>)
  - New Jersey, New York (November 15<sup>th</sup>)

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# Where We Are Going ... Key Markets

## Events Sponsored by NVPs

- South Oregon (March 1<sup>st</sup>)
- Nevada (Reno, June 6<sup>th</sup> and 7<sup>th</sup>)
- Available months for future NVP sponsored events:

**June, July, September and October**

If you are an NVP and would like to host your own Hispanic Initiative event, please contact [HI@arbonne.com](mailto:HI@arbonne.com)

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## *Hispanic Market Statistics*

- The U.S. is the 2<sup>nd</sup> largest Spanish-speaking nation with over 40 million Hispanics\*
- The Hispanic population is the fastest growing segment of the population\*
- The 40+ million Hispanic in the U.S. come from various Latin American countries:
  - **66% Mexican, 15% Central & South American, 9% Puerto Rican, 6% other countries, 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 of Hispanic origin\*
- 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)

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*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 “botanical wellness” the 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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## *How to Develop a Hispanic Team*

### **Teamwork – A United Effort**

#### **Corporate / NVPs / Spanish-Speaking Consultants**

- “Anglo” Business Builders (NVPs, RVPs, AMs, DMs)
  - Must work closely with Spanish-speaking Consultants and Business Builders in a united effort to reach Hispanic consumers and Consultants in specific areas

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## *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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## *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 Consultants (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 Arbonne 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

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## *How to Develop a Hispanic Team*

### **What Now?**

- NVPs Personal Involvement and Support
- **“Arbonne Ahora!”** Events and Training
  - How to engage the Hispanic market
  - Business training for Spanish-speaking Consultants
- **Target Cities**
  - Chicago
  - Houston
  - Los Angeles
  - Miami
  - New York / New Jersey
  - Phoenix

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## *How to Develop a Hispanic Team*

### What Now?

- Let us know your interest and commitment
  - Response mechanism:
    - Consultants wanting to reach the Hispanic market must communicate with their NVP in regards to the following: Area, group size, date, etc.
    - NVPs must then e-mail the corporate office at [HI@arbonne.com](mailto:HI@arbonne.com)
    - Arbonne will group NVPs by area and level of Interest and establish Action Plan for events at target cities\*

\*Events will be focused on target cities but will be determined by area, level of interest and commitment of the NVPs and their Nation

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