

Reaching the Hispanic Market

Arbonne's Hispanic Initiative

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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 & Leader’s Strategy Development

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2008 — Implementation of Marketing Strategy

- **Being more pro active as a company**
 - Spanish Online Application
 - Spanish Online Store
 - Translation of Arbonne University and Arbonne Learn & Burn
- **Engagement of the entire sales force**
- **Collaborative effort with all field leadership**
 - **Together developing & identifying Hispanic leadership**
 - » Team Development & Training in conjunction with NVP's
 - » Promotion of Hispanic events through NVP's and their down lines
 - » Development of International expansion leadership for Latin America

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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
 - California (Los Angeles May 17th)
- East
 - Florida, (Miami August 23rd)
 - New Jersey, New York (November 15th)

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Where We Are Going ... Key Markets

Events Sponsored by NVP's

- South Oregon (March 1st)
- Nevada (Reno June 6th and 7th)
- Phoenix - Tucson (June 11th - June 12th)
- Chicago - Waukegan (June 23 - June 24)
- Fresno (June 27th)
- Denver (July 24th)

If you as an NVP would like to have your own Hispanic Event, please contact
HI@arbonne.com

- Available months for future NVP sponsored events:
September and October.

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Hispanic Market Statistics

- The U.S. is the 2nd largest Spanish-speaking nation with over 40 million Hispanics which 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**
 - 70% of the Hispanic population resides in five states:
 - **California, Texas, New York, Florida and Illinois.**
 - 80% of the teen population in Los Angeles is Hispanic/Latino
 - 31% of the entire Hispanic population resides in California
 - **32% of Californians are of Hispanic Origin**
- (Source: U.S. Bureau of the Census)

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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.
- Household income for U.S. Hispanic is estimated at \$43,570 which is above the national average
- Miami/Fort Lauderdale boasts the highest Hispanic/Latino average household income - \$57,472- followed by Chicago and San Francisco
- New York features the greatest diversity of Hispanic/Latinos:
 - **31% are Puerto Rican; 17% Mexican; 13% Dominican.**
- Hispanic/Latinos 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/Latino residents in the entire United States.

(Source: U.S. Bureau of the Census)

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Key Differences between Markets

- **“Anglos” 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” products.**
- **Lower levels of disposable income**
- **Seeking immediate financial results**
- **Rather than complain...just leave if expectations are not met**



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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 (taught all their lives to be most important – a good wife & mother)
- Family oriented activities (family businesses)
- Extremely brand loyal once trust is established
- Entrepreneurial international opportunities (Home Countries & Relatives)

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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 & Business Builders in a united effort to penetrate and 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 Bus. Leaders or Small Bus. Owners
- Make list of Bilingual Contacts in your Circle of Influence
- Build List from References from your Circle of Influence

Approach / Create the Vision

- Seeking Hispanic / Bilingual Leadership team members
- Share the Domestic Hispanic “Virgin” Market Opportunity
- Promote the International Latin American Expansion Vision
- 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 Party (Retail sales)
 - Catalogue Sales (Retail sales)
 - One on One (Retail sales)
- **Sponsoring**
 - New Consultants (Discount buyers)
 - Identifying & 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 — Reason ... Goals
 - (Associated with a 27 year old company / Strong Sales Growth 2002 through 2006 / Hispanic & 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 US 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 & Conference Calls.
- Provide support and training at the local level for them to share in Spanish with their team.

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How to Develop a Hispanic Team

What Now?

- NVP’s 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
 - N.Y. / N.J.
 - 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 specific information (area, group size, date, etc.)
 - NVPs e-mail Corporate at HI@arbonne.com
 - Arbonne will group NVPs by area and level of Interest and establishes 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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Thank you for your time and attention ...
I wish you great success with your
Hispanic Teams!

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