

Prospect For Hispanic Gold By Dr. Camilo Cruz

*Empowering the Hispanic market
for a prosperous future*

From the book **Build It Big**,
Published by the Direct Selling
Women's Alliance – DSWA

Treasures In Your Backyard

As a direct seller, you've probably been told that you can build a business that expands all over the world. People get excited about the possibility of international expansion and call their teams to action by inquiring "Who do you know from Mexico or Argentina?"

While an exciting proposition, this vision of international expansion ignores the fact that the Hispanic market in the United States represents \$600 billion in purchasing power by a population of more than 40 million people.

In truth, the Hispanic market is a bountiful source of potential clients and distributors right here in our own backyard, not to mention a way to step off into the international market.

The Gateway to Expansion

Over the past 15 years of working with numerous direct selling companies in the U.S. Hispanic market, Spain, and Latin America, I've come to understand what keeps distributors in the U.S. from paying due attention to the incredible potential that it represents.

These five straightforward points will help you recognize this potential, eliminate false stereotypes you may have regarding other markets, and point you in the right direction to build a business that expands all over the Americas.

1. Expand the limits of your business. Most direct selling companies operate in many Latin American markets. In fact, for many companies, sales and sponsorships in Hispanic markets domestically and abroad account for their greatest growth.

2. Plant the seed of globalization. Although most network marketers know their business could go international, most never consider it because they don't know where to begin. "I don't know anyone in Argentina." "I don't speak the language." "I couldn't travel to all of those places."



3. Get to know your market. Okay, let's say you decide to take the plunge and take your business global, what next? Despite a heavy accent or your lack of knowledge regarding their culture, customs, or language, keep in mind that other people's dreams, needs, and desires are probably the same as yours. In fact, the desire to achieve these goals is probably what brought them to the U.S. in the first place.

4. Erase any preconceived notions about the market and don't make the mistake of prejudging an entire market based on false stereotypes or limited experience. Remember that shortcomings are found in every culture, and most are individual-based, not cultural-based.

Nevertheless, the difference between building a great business and having

an average business is what you focus on. Are you going to focus on people's strengths or their weaknesses?

5. Don't forget you're in a duplication business. Sometimes, in trying to attract new prospects, particularly trying to be sensitive to those from other cultures, we inadvertently deviate from company guidelines for building our businesses. Remember that those guidelines are there to help you build a big business. Make sure that you maintain and teach a system that can be duplicated.

How to Get Started

- Go back to your prospect list, add some Hispanic surnames to it, and commit to contact them.
- Check your company brochures to find out which other countries are open to you. Remember, each year 300,000 new immigrants arrive in the U.S. from all over Latin America.
- Encourage Hispanic team members to allow you to help sponsor foreign contacts *they* know. You can't imagine the number of times I've heard stories like this: "I sponsored my manager, who is from Mexico, and two years later I had an organization of 500 people in Guadalajara."

There are several good reasons to consider expanding your business into other markets. Sure, people are different. Sure, not everybody conducts his or her businesses the same way you do.

It's true, distributors that build big organizations need to exemplify a true entrepreneurial spirit and dare to dream big. Some of them will just dream in a different language.