

**HOW TO WIN THE HISPANIC GOLD RUSH™:  
Critical Cultural, Demographic, Marketing,  
and Motivational Factors**

**Presented by:  
Francisco J. Valle  
President**

**VALLE CONSULTING  
Providing  
Objective, Practical, And Experienced Advice  
In  
Hispanic Market Penetration And Hispanic Workforce Management**

## **HOW TO WIN THE HISPANIC GOLD RUSH™: Critical Cultural, Demographic, Marketing, and Motivational Factors**

### **BACKGROUND**

The California Gold Rush of the 1850's produced great financial rewards for those visionaries who anticipated the needs of a promising market. We are currently experiencing another great business phenomenon: The Hispanic Gold Rush™ of the 21st century.

Organizations have made the penetration of the Hispanic market a key component of their strategic growth plans, and are certainly trying to do all the “right things” to leverage the potential that the Hispanic market offers. However, in spite of their massive investments of effort and resources, many organizations have experienced only limited success. This presentation provides:

- Critical cultural, demographic, marketing, and motivational factors about the Hispanic market
- Practical tools to help organizations succeed in this challenging ethnic environment.



### **ABOUT THE PRESENTER: FRANCISCO J. VALLE**

Francisco J. Valle is the President of Valle Consulting. Mr. Valle has advised corporations, non-profit organizations, government agencies, and educational institutions about Hispanic marketing and management. He is the author of “[How To Win The Hispanic Gold Rush™](#)” a book on Hispanic marketing and cultural values.

As a recognized expert in Hispanic market strategy and penetration, Mr. Valle has created for clients award-winning Hispanic marketing campaigns and has been interviewed by Bloomberg and several major radio talk shows. He also has keynoted conferences and has published articles on these topics.

Mr. Valle helps his clients solve critical Hispanic-related issues including:

- How to brand and position products or services for the Hispanic market,
- How to market to Hispanics, and
- How to manage effectively a Hispanic workforce including productivity improvement.

Mr. Valle can be contacted at: 949-500-8852, 858-312-1885 (FAX) or [franciscovalle@cox.net](mailto:franciscovalle@cox.net).

# PRESENTATION CONTENT

## **How to Win the Hispanic Gold Rush: Critical Cultural, Demographic, Marketing, and Motivational Factors**

(Note: This presentation is based on the book: How to Win the Hispanic Gold Rush™. For more information, visit: [www.HispanicGoldRush.com](http://www.HispanicGoldRush.com))

### **Objectives**

- Explain the reasons for the limited success experienced by some organizations when trying to reach/serve Hispanics
- Communicate a series of key demographic, cultural and motivational factors to consider when dealing with Hispanics
- Provide a solid understanding of how to effectively reach this ethnic group

### **Who Should Attend**

- C-Level Executives or Owners Companies
- Executives planning to leverage the Hispanic market opportunity
- Professionals responsible for creating and implementing campaigns to reach/serve Hispanics
- Communication professionals interested in enhancing their working knowledge of the Hispanic culture
- English-speaking professionals who interface with Spanish-speaking personnel/clients/customers
- Professionals in charge of creating motivational/service programs focused on Hispanics

### **Presentation Content**

- Presentation Objectives
- Reasons for Experiencing Limited Success when Trying to Reach/Serve Hispanics
- Key Hispanic Demographic Indicators
  - Population growth/aging
  - Purchasing power growth
  - Features of Hispanic segment
- Hispanic Cultural Characteristics
  - Personality Traits
  - Group and Social Dynamics
  - Relationships
  - Time perception and management
  - Hispanic Need Hierarchy
- Reaching the Hispanic market
- Success stories
- Where Do We Go From Here? Next Steps?
- Q&A and Feedback
- Closing Remarks
- Evaluation and Suggestions

**FOR FURTHER INFORMATION, PLEASE CONTACT:**

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