

KEEPING IT REAL...

HOMEWORK
Module 6

Operational Strategies for Real World Results!

Let's revisit your Campaign from Module 1 and 2- And measure your efforts and operational feasibility:

CAMPAIGN	
Pre-established Goals	Actual Outcomes?
Revenue	
Clients Acquired	
Leads Generated	
Pipeline Generated	
Social Engagement	
Other Metric	
Dedicated Timeline	
Dollars Invested	
Strategies Implemented	
1.-	
2.-	
3.	
4.	
5.	
Conversion Rate In Person: Non-Hispanic	
Conversion Rate By Phone: Non-Hispanic	
Conversion Rate By Mail: Non-Hispanic	
Conversion Rate Online: Non-Hispanic	
Sell Cycle in days or months	

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Systems & Marketing Assessment

You want the 10x Multiplier- No doubt! But to have sustainable penetration, your infrastructure has to be ready for the volume- So, let's assess what you have and may need to engage Hispanics.

INFRASTRUCTURE	Update Needed Y/N	Timeline	Budget	Point Person	Current Capacity
FRONTLINE					
Welcome					
800# Customer Service					
Website					
CRM					
Onboarding System					
Printer/Mail Center					
Other					

When assessing Infrastructure, two major considerations must be assessed:

- **Priority-** within your strategic plan and budget;
- **Bandwidth-** How much more capacity can each portion of your infrastructure support?
 - Can you handle a 10% increase in client acquisition? Loans? New Accounts?
 - How much can your infrastructure handle before you need to invest in more technology? 50%?

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Materials & Language to HABLA with Latinos!

TRANSLATION is not MANDATORY! Translation and re-purposing is dependent on YOUR Hispanic community and the level of hands-on sales touch necessary to convert the opportunity to a closed sale.

The more manual the process, the higher the need for translated materials at every phase.

MATERIALS & LANGUAGE ASSESSMENT CHECKLIST	MUST be translated Y/N	SHOULD be translated Y/N	Repurpose Y/N
# Of Latinos Prospects In Your Market			
% Of Latinos In Your Market That Speak ONLY Spanish			
% Of Latinos That Are Bilingual			
Marketing Materials – Branding			
Marketing Materials- Sales			
Sales Materials- NEW Client Forms			
Sales Materials- Onboarding/Instructions			
Retention- Thanks			
Retention- Nurturing/Cultivation			
Sales Materials- Cross Sale/New Product			

Identify 3 Professional & Certified Translators

1.
2.
3.

Identify 3 Designers to Re-Purpose Existing Materials

1. Internal Designer	
2. External Designer	
3. External Designer	

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Your Most Valuable Asset: YOUR People!

Your people are THE most valuable asset you have to drive success and GROWTH! And not just to Engage the Hispanic Market, but ALL CLIENTS!

Number of Employees?	
Retention Rate?	
Length of Tenure?	
Engagement Level?	Low/ Ok / Stellar

TEAM ASSESSMENT	Yes/No	Talent Pipeline
Team Members		
SALES-Bilingual & Bicultural Employees		
CUSTOMER SERVICE-Bilingual Employees		
ADVISORY BOARD- Bilingual & Bicultural		

TEAM DEVELOPMENT & STRATEGY	Yes/No/Date of Last Session	Effective Y/N
Onboarding Training		
Mentor/Sponsorship Program		
Continued Professional Development		
Diversity & Inclusion Training		

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Training & Professional Development

Winning the Latino client is not enough—YOU MUST have a team, whether bilingual/bicultural or not, that is TRAINED thoroughly!

Do you offer the following Training Programs?

	YES/NO	How Often?
Attended/Supported by LEADERS		
Diversity & Inclusion		
Cultural Competency		
Cross Cultural Communication		
Leading a Diverse Workforce		
Change Management		
Conflict Management & Resolution		

And hugely beneficial for YOUR Hispanic Strategy, but also for the OVERALL Success of your Organization:

- **IS THE RIGHT PERSON SITTING IN THE RIGHT SEAT?**
- **AND ARE THEY SUPPORTED CONTINUALLY?**

We highly recommend Benchmarking and Assessments to help you and your HR Team determine the answers above. Read the book *GROW REGARDLESS*, by Joe Mechliniski, for a great roadmap on Growth and Employee Engagement.

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And Does It Work? ROI

This isn't about being NICE- This is a business strategy to LEVERAGE A MISSED OPPORTUNITY and it has to be measured for effectiveness and continued funding and commitment! So let's do some math!

BASIC ROI

(Net Profit MINUS Investment Cost) Divided by Investment Cost

What is YOUR ROI Threshold? _____

REMEMBER TO GIVE THE CAMPAIGN ENOUGH TIME!

SALES LIFT MODEL

a. \$ Sales as of TODAY	
b. Hispanic Strategy Dollars	
c. \$ Sales as of XX Date	
ROI = (c-a)/b	

ALTERNATE METRICS

	Actual	Goal	Quarterly	Yearly
Employee Retention				
Social Engagement- FACEBOOK				
TWITTER				
Brand Awareness				
Focus Groups				
Share of Wallet				



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GO FORTH!

And now, just BEGIN!!

Put into play all of the tactics, steps, metrics and assessments we have discussed.

- ✓ Small Steps
- ✓ PILOT your Strategies
- ✓ LISTEN to your Clients- SOCIAL INTELLIGENCE
- ✓ TWEAK as Needed
- ✓ Hire the Right People
- ✓ Keep These Fine People ENGAGED
- ✓ Hire the Experts
- ✓ Commit to the Long Haul
- ✓ MEASURE Success

And Lastly, CELEBRATE Your Success! 😊

**Ok, muchas gracias for the hard work on this Homework!
See you In Module 7!**