

SERIES 2023-2024



US HISPANIC SMALL BUSINESS
DEVELOPMENT CENTER



**Training and Mentoring
for Hispanic Small
Businesses in the
United States**



US HISPANIC SMALL BUSINESS DEVELOPMENT CENTER

Training and mentoring sessions at your fingertips

Welcome!

We are a company that offers training and mentoring services to small businesses, targeting professionals and small business owners in the United States of America. We do this through partnerships with recognized universities, foundations, nonprofit organizations, chambers of commerce, industry associations, government entities, and professional associations in North America.

Our training and coaching services are designed for participants who need access to techniques that can be immediately applied in the areas of management, business, and sales. Our services are aimed at providing precise technical information capsules to those who wish to gain a practical understanding with techniques for immediate application in topics that are always of interest to entrepreneurs, business owners, and professionals.

For the period of 2023 and 2024, we will offer three areas of personal and professional development

MANAGEMENT AND DEVELOPMENT

SALES

OPTIMIZATION OF PRODUCTION PROCESSES



US HISPANIC SMALL BUSINESS DEVELOPMENT CENTER



SERIES 2023-2024

AREA: MANAGEMENT AND DEVELOPMENT

US HISPANIC SMALL BUSINESS DEVELOPMENT CENTER
850 WEST 49 ST. SUITE 706. HIALEAH,
MIAMI DADE COUNTY, 33012,
FLORIDA USA 7862774254
UsHispaniccenter.com

AREA: MANAGEMENT AND DEVELOPMENT

15 ACCELERATORS TO BUILD A REALISTIC AND SUCCESSFUL BUSINESS PLAN!

¿Did you create or are going to create a company? Are you in a managerial position that requires making a Business Plan?

With these two micro-encounters you will get tools of immediate application and you will also know first-hand 15 tricks to accelerate it.

Sessions: Two

Duration: 1 hour and 30 minutes each session

Training Type: Virtual/Remote

Includes: Support materials, participation certificate, facilitation, and case analysis

NEGOTIATION FOR ENTREPRENEURS

If you have a goal in mind but need techniques for other people to carry it out, this micro-meeting to reinforce yourself as a negotiator is for you. With this Micro-Encounter, you will obtain techniques to achieve the development of achievements by making those involved move from the stage of the agreement and reach the stage of commitment, where you will see that the results are achieved. All negotiations are a three-phase process: a) Agreement, b) Commitment, and c) Improvement. With this dynamic micro-encounter you will be an expert negotiating and managing the process in favor of all.

Sessions: Two

Duration: 1 hour and 30 minutes each session

Training Type: Virtual/Remote

Includes: Support materials, participation certificate, facilitation, and case analysis

AREA: MANAGEMENT AND DEVELOPMENT

MANAGEMENT STRATEGIES FOR BEGINNERS

Between your objective and your goal lies the strategy—a crucial path that paves the way for achieving your goal. However, determining the best strategy for your specific goal can be a challenge. How do you identify the various types of strategies available? Which strategies have a proven track record of success, and how can you adapt them to your situation? You'll gain insight into which strategies to embrace and which ones to avoid.

During this micro-encounter, you'll explore strategies for approaching, developing, consolidating, growing, adapting, launching, counterattacking, reversing, and managing multiple goals. Armed with this knowledge, nothing will stand in your way as you continue to grow and achieve greater success each day

Sessions: Two

Duration: 1 hour and 30 minutes each session

Training Type: Virtual/Remote

Includes: Support materials, participation certificate, facilitation, and case analysis

PERSONNEL SUPERVISION

Do you want to master the new techniques of personnel supervision? Traditional supervision methods are now a thing of the past. The days of communication, delegation, evaluation, and improvement have given way to a new model of leadership and supervision: The Supervisor who coordinates tasks and is also capable of transforming the team under their charge. Enhance your skills as a team leader and supervisor, and bring out the best in each employee through techniques that maintain what's working well, improve what needs to change, and transform elements or individuals to achieve a higher level of performance. Are you ready to be the leader/supervisor who makes a positive difference among all?

Sessions: Two

Duration: 1 hour and 30 minutes each session

Training Type: Virtual/Remote

Includes: Support materials, participation certificate, facilitation, and case analysis.

AREA: MANAGEMENT AND DEVELOPMENT

CONFLICT MANAGEMENT AND RESOLUTION

Are conflicts arising in your company? Are there issues among some employees? It's neither normal nor should it happen. Participants will acquire immediately applicable techniques to prevent, manage, and resolve conflicts and stressful situations that impact the workplace environment and productivity. Learn about the conflict cycle and the developmental path, so you'll know when, where, and with whom to intervene in a conflict without getting entangled with any of the parties.

Sessions: Two Duration: 1 hour and 30 minutes each session

Training Type: Virtual/Remote

Includes: Support materials, participation certificate, facilitation, and case analysis.

ACHIEVE EFFECTIVE MEETINGS!

How can you achieve effective meetings in your workplace? How can you ensure that there is a visible outcome after each encounter with employees? Remember, the success of a meeting is measured by the implementation of what's agreed upon, not just the event itself. Do you have infrequent meetings? Are you tired of long and tedious gatherings? Do your meetings seem never-ending with long-term effects? Are you concerned about the number of remote meetings that leave no time for application and development? Do you want your meetings to be remembered as highly effective, with tangible results for everyone to see? If you answered "yes" to any of these questions, consider this micro-encounter as an opportunity to make progress.

Sessions: Two Duration: 1 hour and 30 minutes each session

Training Type: Virtual/Remote

Includes: Support materials, participation certificate, facilitation, and case analysis.

AREA: MANAGEMENT AND DEVELOPMENT

ACCOUNTING PRINCIPLES FOR MICROENTREPRENEURS

Are you a microentrepreneur looking to strengthen your financial acumen? This program is designed to empower you with essential accounting principles tailored to small business owners. You'll gain practical knowledge and skills to effectively manage your finances, make informed decisions, and ensure the financial health of your microenterprise. Our expert instructors will guide you through key accounting concepts, financial statements, budgeting, and more, equipping you with the financial tools needed to succeed in your business ventures.

Sessions: Three

Duration: 1 hour and 30 minutes each session

Training Type: Virtual/Remote

Includes: Support materials, participation certificate, and expert guidance.

10 KEYS TO EFFECTIVE MEETINGS

How can you achieve effective meetings in your workplace? How can you ensure that there is a visible outcome after each encounter with employees? Do you want your meetings to be remembered as highly effective, with tangible results for everyone to see? If you answered "yes" to any of these questions, consider this micro-encounter as an opportunity to make progress.

Sessions: Two **Duration:** 1 hour and 30 minutes each session

Training Type: Virtual/Remote

Includes: Support materials, participation certificate, facilitation, and case analysis



US HISPANIC SMALL BUSINESS DEVELOPMENT CENTER



SERIES 2023-2024

AREA: SALES

US HISPANIC SMALL BUSINESS DEVELOPMENT CENTER
850 WEST 49 ST. SUITE 706. HIALEAH,
MIAMI DADE COUNTY, 33012,
FLORIDA USA 7862774254
UsHispaniccenter.com

AREA: SALES

10 STEPS TO BUILD YOUR SALES PLAN

Traditional annual sales models tied to a company's three-year strategy are evolving into quarterly programs. Objectives, strategies, sales plans, and programs must align with a highly competitive and fast-paced environment.

Among other topics, you'll learn techniques to develop and enhance sales forecasting, manage and improve territory divisions, create new sales routes, and structure your sales team effectively (there are 16 types of structures).

Sessions: Three

Duration: 1 hour and 30 minutes each session

Training Type: Virtual/Remote

Includes: Support materials, participation certificate, and expert guidance.

4 STEPS TO BUILD YOUR SALES TEAM

Do you want to structure a high-performance sales team? You have top-performing salespeople, those with potential but consistently deliver the minimum, and those who fluctuate between good and average. There are techniques to motivate each one from a leadership perspective and elevate their performance. You will transition from having a group of salespeople to a collaborative high-performance team. Learn a 4-step methodology to recognize opportunities in each team member and achieve commitment where everyone gives their best effort.

Sessions: Two

Duration: 1 hour and 30 minutes each session

Training Type: Virtual/Remote

Includes: Support materials, participation certificate, and expert guidance.

AREA: SALES**EFFECTIVE SALES TECHNIQUES**

Are you in the world of sales? Do you want to improve your numbers and master a successful professional sales methodology? Customers are tired of order-takers and order processors. Customers want a sales advisor who, focused on the customer and not just the product, helps them make the best decision. With this micro-encounter, you will possess a successful methodology for selling and achieving sales in less time. From the first "Hello" to closing the deal, you will achieve success in every interaction.

Sessions: Three

Duration: 1 hour and 30 minutes each session

Training Type: Virtual/Remote

Includes: Support materials, participation certificate, facilitation, and case analysis.

STORYTELLING TO BOOST YOUR SALES

We all have stories to tell. The truth is that stories are a powerful weapon used by political leaders, religious figures, negotiators, and social media influencers. They all have stories to narrate because they know that stories connect storytellers and listeners. Stories bring nations, people, and society together. In sales, they are also valuable. If your type of product or service requires you to build strong bonds with your customers to generate long-term relationships, this micro-encounter is for you.

Sessions: One

Duration: 1 hour and 30 minutes each session

Training Type: Virtual/Remote

Includes: Support materials, participation certificate, facilitation, and case analysis.

AREA: SALES**REAL ESTATE SALES: COMMERCIAL AND RESIDENTIAL**

Are you in the world of sales, specifically in the real estate sector, whether commercial or residential? Do you want to improve your numbers and master a successful professional sales methodology tailored to real estate? Customers are tired of order-takers or order processors. Clients desire a real estate advisor who, centered on the client's needs and not just the property itself, helps them make the best decision.

This micro-encounter will be the cornerstone for enhancing your professional success in real estate sales, whether it involves commercial or residential properties.

Sessions: Three

Duration: 1 hour and 30 minutes each session

Training Type: Virtual/Remote

Includes: Support materials, participation certificate, and expert guidance.

INSURANCE SALES: AUTO, LIFE, RETIREMENT, AND HEALTH COVERAGE

In the world of insurance sales, effective communication is paramount. This program delves into the art of connecting with clients and ensuring their insurance needs are met, whether it's for automobile, life, retirement, or health coverage. We'll explore techniques to make insurance more relatable, understandable, and personal, helping you forge strong client relationships, close deals, and secure policy renewals.

Sessions: Three

Duration: 1 hour and 30 minutes each session

Training Type: Virtual/Remote

Includes: Support materials, participation certificate, and expert guidance.

AREA: SALES**HEALTHCARE SERVICES SALES**

Are you involved in the sale of health care services, ranging from primary health care, specialty services, or emergency centers? Whether you are making sales over the phone, contacting through outreach efforts, or interacting with customers at medical facilities, events, tables or booths in supermarkets, events, clinics, this comprehensive sales increase program is tailored to your diverse needs to make the enrollment process more successful. All members of your sales line will be prepared to both impose sales and get your prospects to come to your medical center and enroll new patients, if you need them to sign up for treatment.

Program Duration: This intensive program spans four sessions, totaling 20 hours of comprehensive training.

Training Focus:

- **Primary Healthcare:** Explore techniques for selling primary healthcare services, including routine check-ups and preventive care.
- **Specialized Services:** Dive into the specifics of selling specialized healthcare services, catering to various medical needs.
- **Childcare and Adult Care:** Understand how to market childcare services for the young ones and healthcare services tailored to adults.

Additional Services:

- **Coaching:** Enhance your sales abilities with personalized coaching sessions, focusing on your specific needs and goals.
- **Standards Development:** Explore the creation and implementation of industry standards to improve your healthcare services sales strategies.

Training Format: This program can be delivered virtually or in-person, providing flexibility to accommodate your preferred learning environment.

Materials and Certification: Participants will receive support materials, a participation certificate, and access to case analysis sessions.



US HISPANIC SMALL BUSINESS DEVELOPMENT CENTER



SERIES 2023-2024

OPTIMIZATION OF PRODUCTION PROCESSES

US HISPANIC SMALL BUSINESS DEVELOPMENT CENTER
850 WEST 49 ST. SUITE 706. HIALEAH,
MIAMI DADE COUNTY, 33012,
FLORIDA USA 7862774254
UsHispaniccenter.com

OPTIMIZATION OF PRODUCTION PROCESSES

OPTIMIZATION OF **PRODUCTION PROCESSES**

Are you a micro-entrepreneur in the production field? Are you looking for ways to increase efficiency and profitability in your operations? This comprehensive training program focuses on optimizing production processes for micro-entrepreneurs. Over four sessions, you will learn strategies and techniques to reduce costs, improve quality, and increase productivity in your business. Practical sessions will guide you through the implementation of concrete improvements in your operations. Drive your production business towards success with this in-depth training.

Sessions: Four

Duration: 1 hour and 30 minutes each session

Training Type: Virtual/Remote

Includes: Support materials, participation certificate, and expert guidance.

EFFECTIVE INVENTORY MANAGEMENT FOR MICRO-ENTREPRENEURS

Do you have a production business and struggle to manage your inventory effectively? This comprehensive training program is specifically designed for micro-entrepreneurs in the production sector. Over four sessions, you will learn strategies and best practices to control your inventory levels, reduce storage costs, and avoid shortages or excess products. Practical sessions will guide you through the implementation of an effective inventory management system. Optimize your operations and maximize your profits with this specialized training.

Sessions: Four

Duration: 1 hour and 30 minutes each session

Training Type: Virtual/Remote

Includes: Support materials, participation certificate, and expert guidance.