

**Our Work:**

The UnidosUS Workforce Development team seeks to ensure the Latinx community's ability to contribute to and share in the nation's economic opportunities.



**53%**

of Latinx workers reported a career change due to the pandemic as of November 20, 2020.



Latinx workers can benefit from engaging in job retraining to pursue careers in sectors that are less volatile.



By 2028, it is projected that the Latinx workforce will have grown more than that of any other racial or ethnic group.

**LATINX IN SALES PROGRAM**

The Latinx in Sales program aims to provide job readiness and sector-based training so that Latinx workers can upskill, reskill, and leverage their skills to access higher-wage jobs that offer stability and opportunities for advancement. This program serves as an enhancement to existing job-readiness training that will prepare Latinx adults to access employment in a sales-related position and launch their careers in the food and beverage industry. Latinxs are overrepresented in low-wage jobs, those that are susceptible to sudden economic contraction (construction), and those that are seasonal in nature (agriculture and hospitality roles). Through this program, we strive to support programming that prepares the Latinx workforce to be competitive in a global job market.

In addition to financial support, implementing organizations receive access to curricula, capacity-building trainings, technical assistance, and a network of organizations across the country that are implementing similar programs. Programs range from four to eight weeks (part-time) and are guided by the Unidos in Sales Toolkit.

**Latinx in Sales Program's Proposed Impact:**



**120**

Enrolled in the Latinx in Sales Program



**96**

Individuals Complete the Latinx in Sales Program



**50**

Individuals Placed in Sales Industry Jobs

For additional information, contact Roger Figueroa, Program Manager, Workforce Development, at [rfigueroa@unidosus.org](mailto:rfigueroa@unidosus.org).

UnidosUS, previously known as NCLR (National Council of La Raza), is the nation's largest Hispanic civil rights and advocacy organization. Through its unique combination of expert research, advocacy, programs, and an Affiliate Network of nearly 300 community-based organizations across the United States and Puerto Rico, UnidosUS simultaneously challenges the social, economic, and political barriers that affect Latinos at the national and local levels.

For more than 50 years, UnidosUS has united communities and different groups seeking common ground through collaboration, and that share a desire to make our country stronger. For more information on UnidosUS, visit [www.unidosus.org](http://www.unidosus.org) or follow us on [Facebook](#), [Instagram](#), and [Twitter](#).