**Bria Hash: Empowering Black Women Entrepreneurs through Strategic Consulting - YouTube**

<https://www.youtube.com/watch?v=UOM9HIi2Qd4>

Transcript:

we really focus on one area of business and that is in establishing mature Integrity driven and intentional sales strategies and as we do that we're helping our business owners to really really create the revenue that they need to run businesses so a lot of the times we have business owners that are super passionate and they have a lot to give the world but it stops right there like they care a lot and it's like okay now we need some cash flow when you see people go from I thought this was just a

gift or I thought this was just a hunch or this is something that I always did for free and it turning into a mature business that can stand on its own two feet you feet you see a lot of like um freedom and uh stability come from business owners who really really need it black women sales Academy was created in 2021 we just recognized that sales and interactions are very cultural so when you are interacting with someone and you're making a transaction a lot of the times um it's a cultural transaction

people are buying from people they know and people are buying from people they trust um and helping specifically black women in business to break through those barriers so that they can reach their ideal customers but also recognizing that just because you're a black woman and owning a business that black women are not only your customers so like really really getting into different areas of marketability and reaching all the clients and customers that want to to purchase uh from you is really really important to our

work having businesses that are mature and structured and um using tools like bench are have been really essential to me in my work because in entrepreneurship it is so easy to continuously chase the next like I want bigger I want more Revenue I want this I want that and you know as a person who it comes quite naturally to generate Revenue and to make money being able to look and say okay I might have had you know this big quarter but where is the money now like how profitable is my company now I'm a very imperfect

entrepreneur um I'm really really good at making money when it needs to be made because that's just what I do that's my skill set but I'm not as strong in management so I think that being able to have that piece that you see in me now where it's like okay I'm not chasing the next thing it comes from good management um it comes from like having Seasons where it's like okay let me put some in the Coffer so I have room to explore I think that entrepreneurs chase the big moment so much and I think what they're

really chasing is the ability to breathe like making enough money to finally be able to breathe and that enough money does not necessarily mean seven figure a year for some business owners it doesn't necessarily mean an e figure year for certain business owners it just means managing what you have and you can't manage manage what you can't [Music] see so when I recognize I don't have who I need on my team one of my jobs is to figure out who needs to be on the team so that's when I started looking into

like a service that will be like kind of allinone where it will be streamlined and not necessarily like I'm pulling a bookkeeper here and then I'm getting the tax analyst here and then I'm going over here and then you know everybody's unaccountable to the pr say I needed like everything to be like streamlined so that I could put myself in the seat of accountability but so I also could have like a team that I could look at I call bench my financial team I don't look at you all as a teex stack I look

at you all as like okay these are my people and you know this is how we're moving in this moment and it it just seem so reasonable to me to to have everything in one [Music] place that's why I say we focus on maturity because it takes a really your mind to be like super accountable for your decisions and your actions and use your tools to help you to strategically decide to make different decisions if that's necessary um tools like bench are are really important especially when you're an active entrepreneurship like

you're really really running a business I'm talking about really really running a business you need to know your members [Music]