

HOW TO

Take Your Business Global



Working in Isagenix® International Regions

There are many rewards for working in international regions. The lure of being involved in a successful international business is strong and the opportunities are endless. As communications, presentation and marketing technology has advanced, the ability to work remotely in other countries from your home or office has created international business possibilities for more people.

If you are thinking of taking your business global, you should consider a number of factors and take the time to prepare a plan for yourself. Identify what your key interests are, know your strengths and understand the risks and opportunities. By creating a simple plan, you will be able to set goals and understand what you want to accomplish to create a growing long- term business and a healthy return on your investment. There are lots of ways to make “quick money” for a short period of time. However, there are very few opportunities that you can invest your time, effort and resources into that provide you a business with sustainable growth.

Along with having a business plan and goals set for yourself, there are a number of other factors you should be aware of and take into account when going global and working in international markets. Working with and understanding each of the criteria below will allow you as an entrepreneur to focus your efforts on business activities that generate results and create a successful and sustainable growth business.

The factors you should consider include:

- **Preparation** - Make sure you sign your International Sponsorship Agreement, which you can find in the “Orders” section of your Back Office and pay the associated fee for the region(s) you want to work in.
- **Time Commitment** - Determine how much time you have available to prospect and work the international market.
- **Time Zone** - Determine what the time zone differences are so that you can plan your time around when people are available.

- **Team Support** – Have a plan in place to support your home market teams and your international market teams as they grow.
- **Travel Costs** – Determine what the travel costs are if you decide to travel there and set a budget for yourself.
- **Technology** – Invest in the computer and communication technologies needed to work remotely and internationally (wireless Internet, a toll-free phone number, long distance phone plan, etc.).
- **Language** – Know what the language is and create relationships to find support for yourself if you don't speak the language.
- **Local Currency** – Find out what the local currency is and know the exchange rate so that you can understand the value of resources, costs and pricing.
- **Economic Environment** – Work with the local Isagenix® management team and your market contacts to understand the economic environment in the market. This will help you target the right groups and position yourself appropriately.
- **Culture** – Work with your contacts and the local management team to understand and be aware of local customs, etiquette and cultural considerations. This alone can contribute in a very large way to your success. Having corporate staff in the market that you can communicate with and who understand the interpretation of the “Isagenix Language” into local terms is a key factor. This will enable you to communicate your meaning and intent in an effective way for your team and your prospects. Even if your target market speaks a similar or the same language as you, the use and interpretation of similar words and phrases may be different from what you are used to.
- **Communicate the right message** – Remember that tools and resources such as price lists, marketing materials, product availability, product labels, local terms and meeting structures are similar but not identical in each market as a result of regulations, culture and age of the market. Focus only on what is available in the market and do not make comparisons between markets. Keep your team and your prospects focused on what they do have not what they don't have.

- **Local Management Team** - Get to know the local management team, their contact numbers, the office address and what resources are available to support your business and your team. Find out what is available relative to meeting facilities and conference calls.
- **Back Office Resources** - Familiarize yourself with the resources that are available in your Back Office Library “Business Training” section including business-building tips, compensation plan details and other valuable information. Also, see what marketing materials are available to support your efforts.
- **Product Availability** - Log into your Back Office and visit the “Orders” section to download price lists and determine what products are available.
- **The Compensation Plan** - In international regions, you have the opportunity to earn extra compensation in addition to your Team Compensation Plan as you know it. You can earn Fast Start Bonuses on the first 200 BV of business volume from the new Associates you enroll and who they enroll, up to eight generations. As a Consultant you can earn Fast Start Bonuses from up to four generations of enrollments in the international regions, as a Qualified Star Consultant up to six generations and as an Executive up to eight Generations. All volume over the first 200 BV flows into your Team Bonus volume in exactly the same way it does in the North American Plan as long as you are qualified to accumulate Team Bonus Volumes. The Team Compensation Plan and qualifications are the same worldwide.
- **Get Qualified** - Make sure you are eligible to accumulate Team Bonus Volumes from international regions either by personally enrolling two new Associates who remain active in the international market or by being a Paid As Star Consultant.
- **Working the Plan** - Understand how the compensation plan works. Knowing how to work the plan is essential to ensure you earn the most commissions possible from the business volume you and your team enroll and accumulate in the international markets.
 - Just like Product Introduction Bonuses (PIB's), Fast Start Bonuses are paid based on the enrollment relationships in your organization. The only enhancement is that the Fast Start Bonus not only gets paid to the enroller, but the enrollers' enroller, and up the

enrollment tree to a potential eight generations of qualified enrollers total.

- Know who all of your Personally Enrolled Associates are, and who their Personally Enrolled Associates are, and so on down the line in your organization. We recommend that you know this information for the key Associates up to six levels deep.
- Determine, through team and support calls, who the Associates are in your organization that have connections and relationships in the markets you are interested in working in.
- Develop strategies to maximize relationships based on your personally enrolled and their personally enrolled as well as ensuring that as many people as possible are on Autoship so that you earn the maximum benefit from all aspects of the Team Compensation Plan. This includes PIB's, the Fast Start Bonus, the Team Bonus and the Matching Team Bonus.
- **Lead generation** – Work with your team and the local management team to establish the best ways to generate leads and referrals.



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