



Building an Isagenix Business in  
**GERMANY**

# Germany OVERVIEW

- Germany is 9 hours ahead of Isagenix HQ and is on Central European Time (UTC+02:00).
- The Isagenix European Office is located in London (UK).
- 63% of Germans speak English.
- Germany ranks in the top 5 biggest network marketing countries in the world.
- Germany currently has a population of over 83 million with almost 52% between the ages of 18 and 65 years old.
- Germany is a modern, highly developed nation with a great infrastructure in things such as railways, roads and the internet.
- The country is a world leader in the car industry and in the production and exportation of high quality products.
- Germany is Europe's #1 economy and the backbone of the European Union.

Germany is located in the heart of Europe and shares its borders with nine other Countries.



# Germany

## GETTING TO KNOW THE PEOPLE



### BUSINESS ETIQUETTE

- Be punctual to your meetings.
- Do not improvise, or plan things at the last minute.
- Always come well prepared to your meetings.
- Greet your contacts with a handshake and a smile.
- Neat and clean business dress code.

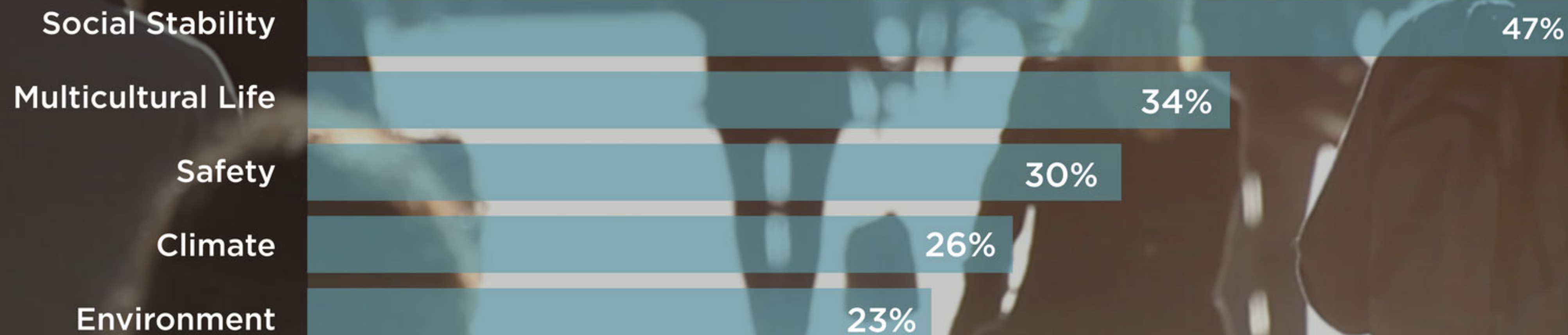


### LOCAL MENTALITY

- Germans are open to the possibility of additional income streams.
- Germany ranks in the top 5 biggest network marketing countries in the world.
- Germans are passionate about their football (soccer).

# Germany

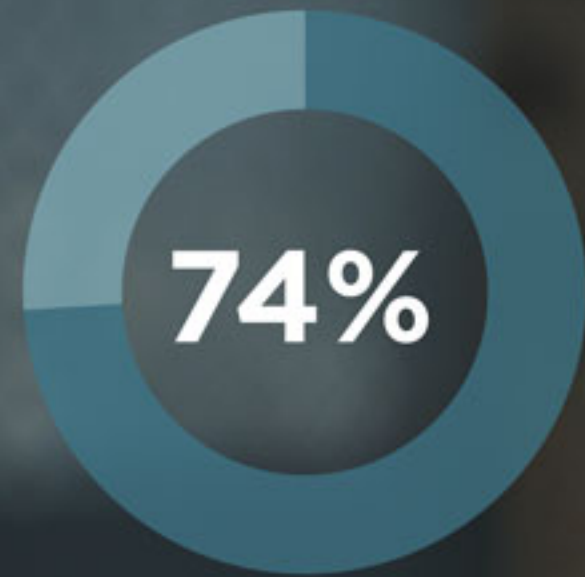
## CONSUMER CONCERNS



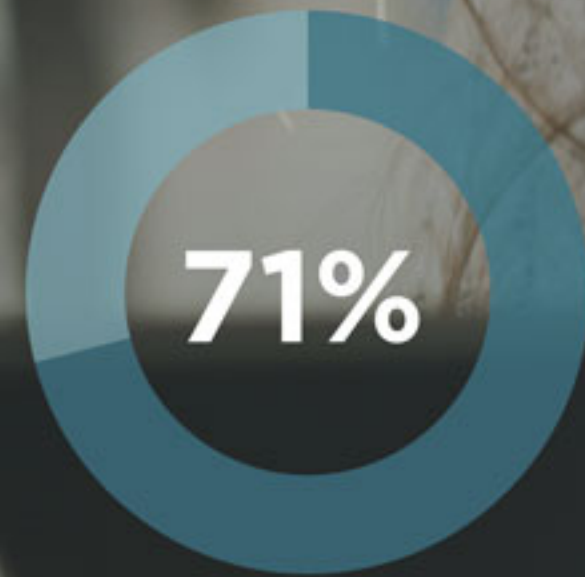
# Germany COMMUNICATION

## CONSUMER SOCIAL MEDIA

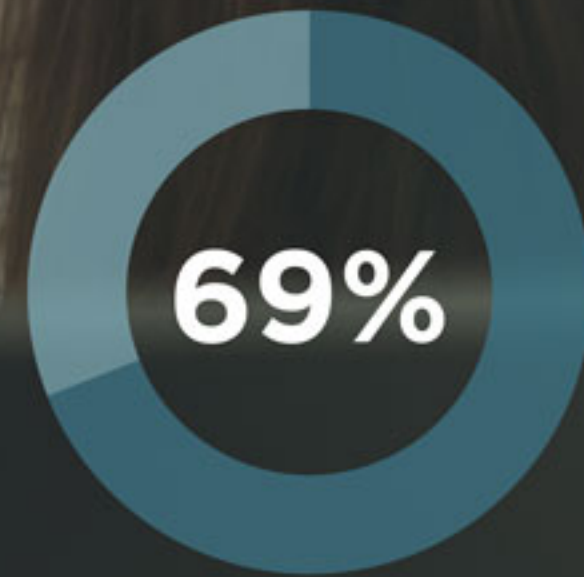
YOUTUBE 



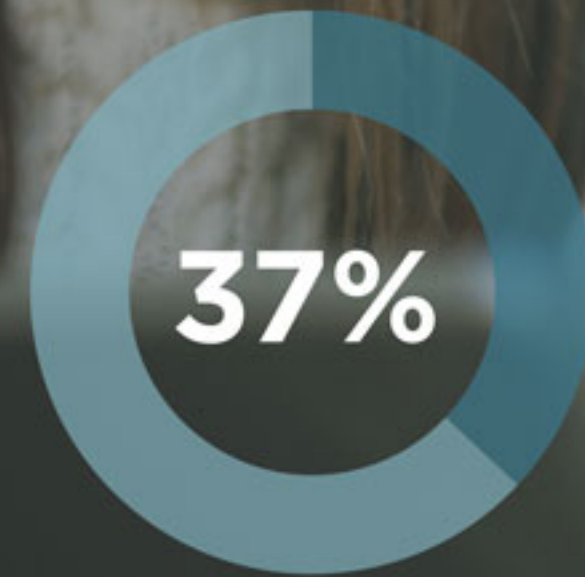
WHATSAPP 



FACEBOOK 



INSTAGRAM 



PINTEREST 



## LANGUAGE BASICS

**Hallo** | Hello

**Guten Morgen** | Good morning

**Guten Tag** | Good afternoon

**Guten Abend** | Good evening

**Auf Wiedersehen** | Goodbye

**Bitte** | Please

**Dankeschön** | Thank you

**Entschuldigen Sie bitte** | Excuse Me

**Ich verstehe Sie nicht** | I don't understand

**Ein Bier bitte** | One beer please

