

EDITOR'S CHOICE

Ami grew her sales from R 356 681 to R693 677 - a 49% growth in 12 months.

Annique's Editor's Choice is a monthly Replique article that recognises those Consultants who go above and beyond in their businesses; those who breathe new life into old practices and pursue challenges with vigour. This month we are recognising Ami Smuts, from Yzerfontein, who tells us how she makes sales while living in a holiday town.

"I was a big Annique fan and client as it solved my skin problems, but I never thought about selling it. Annique really was an answer to a prayer after I was retrenched."



What makes your business successful and contributes to your sales team building?

"I work at my business daily and I try to copy some of what my hard working and genuinely great mentor and sponsor, Elmiën Goosen, does. Annique's Rooibos-based products just about sell themselves. The first thing I teach my Consultants is not to be shy. You may solve somebody's problem with the product or the business plan. Focus on one product to start. I find the teas to be a winner. Buy one box of Rooibos and Jasmine (Relax) tea, for example, and give away 20 teabags to 20 customers who can now enjoy 40 cups of tea, plus recycle the bag. Follow up to get your orders of at least 20 boxes, get the money, give a receipt and get the order delivered as soon as possible.

The lockdown did me a huge favour; my business actually grew. Many new clients had time to read my product info and responded with orders. My Consultants are my Annique lifeline, but we are mostly far apart in rural areas. I try to make things easier for them by doing marketing ads for them, sharing my business skills and just being supportive."

How do you implement these things practically?

"I advertise for free as far as possible with an Annique sign outside my house, via social media, etc.

I offer fast service, am reliable and I know the products

I carry some stock, so that I can help the client immediately or if sold out, within a few days via courier

I don't wait for month end to place one big order, because I don't like keeping clients waiting

I focus on products that sell best in my area and stock up on this when they are on special"



"I love gift wrapping and surprising my clients. Sometimes I include a few flowers from my garden, RoyalTea pens, and a few sweets or make handmade Christmas angels with the orders. Not everything has to cost money, think innovatively and share your ideas with your downline."

What are your sales tips to Consultants on holiday who still want to sell Annique?

- "Advertise so that the customer can find you
- Having stock is an instant sale
- Invest in a credit card machine or device
- Be an advertisement for the product and the company, by using the products
- Focus; simplify your life, work smart; find your niche and go for it
- Enjoy what you are doing; be grateful, the rewards will follow"

How do you get the majority of your team to order every month?

"I try to keep my Consultants' morale high and, in return, they inspire me. Life is not always easy, but we have great, affordable products and Annique can become your pay cheque. Rewarding a Consultant is something I truly enjoy. We do fun things, e.g. the Consultants with the most letters in their names and surnames won a slab of chocolate on International Chocolate Day. We have a training chat group on WhatsApp, where they really support and encourage each other. My Consultants have become friends, even though they have not all met each other yet."