

# It's All About Relationships

It's the month of love, and with it comes the need to build relationships – personally or professionally. We talked to Annique consultants who told us how they build and maintain relationships in their Annique businesses.



Her  
downline has  
made sales of  
R9.1 million

## Adele DERCKSEN

"I joined Annique in 2001 after suffering from very sensitive skin. I was given a tube of Sensi Crème and experienced a wonderful feeling of calm on my skin. This relief spurred me on to want to offer the same experience to others.

"I form relationships in my business by meeting people in person and having a personal experience with people in my business and that goes for both clients, as well as Consultants. You have to spend time with your most important clients and leaders who can make the most difference in your business. I like to follow the 80/20 rule, where 80% of your results come from 20% of your actions. Sometimes this is not possible, but that is my aim. Always remember their birthdays! Network Marketing cannot be a one-way, half-hearted effort. You have to offer help and deliver on it, when it is needed. As a leader we serve our team, but in return, it develops mutual respect.

"I support other Consultants in my business, through almost daily WhatsApp communications, monthly team meetings and some Zoom meetings. If I can arrange a coffee date, I prefer the one-on-one attention, it just takes the relationship to the next level. Furthermore, I also support Consultants by making my kits available to them to show other people what we have to offer. I find that helping my consultants in more than one way, I get the same kind of help back from them when I ask for it ... this is not a one-sided business, it goes both ways.

"My recruitment tip would be to stay consistent in making people aware of the business opportunity – the day you plant the seed, is not the day you harvest the crop. Sometimes years later someone will approach me and ask me to share more information with them. I think because I don't put pressure on people to join as a Consultant, it improves our business relationship. They will always know where to get hold of me, if they change their minds."

## Elmien GOOSEN

"I joined Annique in 1982 and today I still have a passion for Annique as if it were the first day that I joined. I joined Annique because I struggled with my skin and the Annique products were the first and only products that made a real difference. I was so excited about the amazing results that I told the world about the wonderful Annique Rooibos products.

"I form relationships in my business by really showing an interest in my customers and Consultants' needs. Find out what each person's challenges are and give advice and support; when they see results, they will believe in Annique and you will have a customer for life.

"I have a team of approximately 500 people and each one is 'hand-picked' and very special. Each person contributes to the entire team's success. Our Consultants support one another and work together like one big family – each one is unique. We learn about each other, share with each other, borrow and swap among each other, motivate each other, and help each other.



Her  
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R24.6+  
million

"We communicate with each other through WhatsApp messages, frequent meetings and training sessions and functions that we host as well as coffee meetings.

"My recruitment tip to other Consultants is to find out what people's needs are, for example an extra income, to lose weight or be healthier, or to deliver a service to the community. Listen to what each person's needs are and share the wonderful Annique business opportunity and advantages as well as the fantastic products with them. Help and inspire your team to get their lives in focus. Know where you are going, have a plan for getting there, form a vision of the future you desire, set immediate, intermediate and long range goals for getting there."