

Editor's CHOICE

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 Wilma Liebenberg, from Kempton Park, who tells us about how she divides her time in her Annique business.

Wilma grew her business from R356 819 to R617 419 (YTD) in nine months (July-March 2020).



"I joined Annique in March 2018 to get discount on the products I used. However, due to the tough economic times, the company I was working for had not been able to give us a salary increase for four years. With everything increasing between 9% and 10% annually, it was not easy to cope. The money I earn from my Annique business has substituted my yearly increase, so we are able to maintain the standard of living we are used to.

"As a mother of two young children with a full-time job, I realised that I needed to plan my day and allocate time to spend on my Annique business, because what you put in is what you get out. As they say, if you want something done, ask a busy person to do it. I have systems in place to help me with my business. I spend an hour in the morning and an hour in the evening on my business. On a Sunday afternoon I take 90 minutes to plan my week ahead, I design adverts and other things to share with my team. When you have a plan to follow, leaders are better equipped to prepare for the future. A plan creates a focus, uniting a team towards common goals.

"After attending the 2018 Première, I realised that I can fulfil my dream to be an entrepreneur. I knew it would not be possible if I only did personal sales; I needed a team to build a successful business. I had to change my attitude and mind-set towards recruiting. I now see the business opportunity as a product I can sell with so many benefits for a possible prospect, personally and financially. When I started recruiting, I was able to build a team with good relationships within my team and; making a difference in my and their lives.

“ Social media is one of the best ways to connect with people who already love our brand. It's also important for reaching those who haven't heard of your business yet. I use social media to:

- Build a credible reputation
- Attract potential clients and Consultants
- Connect with like-minded business professionals ”

"There's no magic formula to be successful. A Consultant must have passion and drive for their business. Knowledge is power; Consultants should invest in self-development and be knowledgeable about the products he or she is selling. Two of my favourite products to sell are the Lifestyle Shake and the Velvet Touch Natural Foundation. The Lifestyle Shake gives me all the nutrients, vitamins and minerals my body needs, I don't crave other foods. It's a convenient meal for me as I don't have time during the day for lunch. The Velvet Touch Natural Foundation is a long lasting, full coverage foundation that doesn't feel oily and stays on my face the full day. I am absolutely in love with this product."