

EDITOR'S

CHOICE



Madalé made R17 931 worth of sales in only two weeks in her first month.



Becoming a CONSULTANT

"I originally started Annique because my daughter, who is 12, needed to start a skin care routine. She has a very sensitive skin and everything she used up to now burnt her skin. A friend of my mother's recommended I try one of Annique's products. When my daughter used it for the first time and proudly told me it did not make her face burn, I decided to buy Annique products on the spot. Rooibos can only be good for you. I contacted Annique Consultant Elzanne Bensley, and she helped us to get the right products for my daughter's age and skin type."

"A week later, Elzanne phoned me to ask if I wanted to become an Annique Consultant. I always wanted an extra income, so I decided to take a leap of faith. I am married with two children and have a full-time half-day job so I am very satisfied with the way I am running my Annique business at the moment. My children's needs come first. I do Annique in my free-time, after all my other duties have been fulfilled."

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 Madalé Smit, from Citrusdal, who tells us how she achieved her Fast Start targets so quickly.



Fast Start TARGET

"I was completely unaware of the Fast Start target until my Sponsor asked me if I knew I had exceeded my 40-day target with my first order. She sent me all the Annique videos and I couldn't wait to start sending out Annique advertisements. I send out a few advertisements a week per WhatsApp along with a friendly, exciting message – people like this way of communicating and WhatsApp is the fastest, easiest way to reach people."

"I am the type of person who jumps in boots and all if I am interested in something. I believe you should do something to the best of your ability, because what you put in, you get out. The more effort you put into something that you love, the more you will be rewarded. So far, I have attended all the Annique webinars. I also like to make an effort with my customers; if they have a question, I ask my Sponsor. I like to be 100% sure of the answer and the facts before I relay the information. I came to the conclusion that it is imperative for a new Consultant to be guided by their Sponsor. There has to be someone who can help you, because you don't know anything in the beginning. You don't know the products and customers ask you questions that you don't have the answers to. It is wonderful to know that you can rely on your Sponsor, who will help you with open arms."



LOCKDOWN

"My target market is women. Every woman has a desire for make-up, perfume, skin care and health products and I can offer a service that meets women's needs. During lockdown it was just so much easier for people to do online shopping; to order things and get it delivered directly. Citrusdal is a small town and we don't have a shopping centre where we can buy Annique-type products. This is the big advantage for a side-line business in a small town."