

THE truth about training

Training is the secret sauce you need for your business to grow. Training supercharges Consultant knowledge about the Annique products, equipping them to sell and recruit better.

According to John Maxwell, unless you equip and train people, there is no way of continuing, nor expanding what you are doing. When you think of training, you need to think of intentionally pouring into people that which they need to help them be successful. **Good training does not just begin with a set of skills that you teach; it begins with the set of questions you ask.**

The questions you ask in training people are:

1

What will they get from this?

2

What is their opportunity?

3

What is their responsibility?

John Calvin Maxwell is an American author, speaker, and pastor who has written many books, primarily focusing on leadership.

Ask these three questions and give people the skills and training they need to be successful.

We spoke to Annique Consultant Elmien Goosen (the number three Consultant in the country), who explains how she implements training in her team.

“Our Annique team does training for one hour every Tuesdays. We show our Consultants new products, share success stories and learn from each other. We use the monthly Beautè and present it to our Consultants in a practical way. We focus on what it is about Annique’s products that make people’s lives better. Our goal is first and foremost to make a difference in the lives of the people around us. We listen to people and fulfill their needs.

Elmien grew her business with 13% year to date. Last year, her total sales were R24.6 million.

Top Tip:

You can do training online and remotely by following these same principles and benefits.



“Our training is based on a colour theme (green, for example), a range (Resque) or a skincare range (Synergy) and all the pro-ducts that are recommended. We have interesting speakers in our team that offer a variety of presentations, from activities to money matters, and who can share fantastic advantages and tips with our team. Together as a team, we help each other to grow our businesses. Training is fun, interactive, informative and inspiring. For our team it is important to know our product and our business plan, be our best client, share everything Annique has to offer and add value to our clients and Consultants. If you want to grow your business, consistency makes anything possible.”

