

LEADERSHIP & TOGETHERNESS

When you start your Annique business, it is important to have a strong leader who can assist you in those first crucial months as an Annique Consultant. Top Annique Consultant **IRMA VILJOEN**, explains how she recruited Beauty Mkhwanazi into her team and what this has meant for her business.



"In February 2016 I walked into a doctor's practice in Standerton to recruit the receptionist and there was Beauty, who was very interested in what I was telling her. She even said she would be interested in selling Annique's skin care products, but she was not really a tea person. Well, within two days she became the most famous tea person in Standerton!"

"Beauty and I bonded immediately and she started hosting Pamper Parties straight away. Beauty is someone who can smell an opportunity a mile away and Pamper Parties were the best platform for her to recruit new clients and Consultants. She built a team and within her first year she brought her first car – a Toyota with Annique branding.

"The day I recruited Beauty, I gave her 14 teas and told her to sell them and bring me the money. Beauty took the opportunity with both hands and within half an hour she phoned me. She took a taxi to my house and asked for more tea to sell. The income she made on that first day bought dinner for herself and her daughter. She would have had nothing to eat otherwise"

"Beauty grew from R5 000 to R30 000 sales in three months and now manages a wonderful team of Consultants. She got married just before lockdown and her wonderful husband and his family are also part of the Annique family.

"Beauty taught me that you have to impress yourself; not other people."

"Having Beauty in my team really changed my life. I realised that small things matter. An Annique income can put bread on the table, pay your Edgars account, and even keep your child in school."