

# 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 Elaine Opperman, from Windhoek, Namibia, who tells us about her passion to empower people. Elaine joined Annique in 1996 because the products were not available in her town. She had been using Annique as a teenager and says she was hooked from the beginning.



Elaine achieved second place in Category 2 of the Business Builder Award at the Première.



## What are your top recruitment tips?

"I recruit people into my business by explaining to them why they should start using the Annique products, especially while they are young. I then use the Fast Start programme to motivate and drive them. I explain the advantages of the business and don't focus on myself at all. I also ask a lot of questions around recruiting: why would the person want to join, for example. I then focus on what they want to hear".



## How do you implement these recruitment tips practically?

"I recruit often in order to make it a good habit. It is important to practice so that you can fix the mistakes you made in the past and so you can see what works and what doesn't. Everyone makes mistakes, but you shouldn't see it as a bad experience; rather as a learning curve".



## How did you change your business focus during the Covid-19 lockdown?

"While other people were scared to go out of their homes during lockdown, I offered a service: to deliver Annique products at customers' homes or places of work and to offer the best service I could. In Namibia, up to 60% of people either lost their jobs or were given a salary cut. I simply told these people that at Annique you build your own business and determine your own salary. I focussed on the fact that they can already start working themselves up and building their businesses considering they don't know the future of their current jobs".



## How do you empower people?

"I post WhatsApp messages and host training sessions regularly. People in Namibia are not that interested in long Zoom sessions, so I focus on smaller, shorter sessions with my Leaders and empower them so that they can go and train others".