

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 Elize van Niekerk, from George, who tells us how she achieves personal sales in her business.



"I qualified as a teacher but decided to become a stay at home mom after my first child's birth. I had an allergic reaction from the expensive products I used at that time and, after I was introduced to Annique, I thought it would be a fun way to earn an extra income while getting a discount on products. I joined Annique in 1996 and I am still going strong."



"I build customer service in my business by knowing my product, knowing my client, keeping stock, delivering to clients as soon as possible and working hard to reach my goals. I love working with people and work hard to give them the best service possible. I listen to my clients and do the basics to ensure I build good relationships. I'm not an aggressive sales person and my clients become my friends. They never have to hide from me or worry that I am pushing them for another sale. I'm honest, I deliver a good service, I try to know my product as well as possible, I don't badmouth other products or Consultants and I don't poach others' clients."

Editor's CHOICE



"It is very important that you know your product and inform your clients in an easy and playful way about the Annique ranges and what products are available for them to use. Deliver as soon as possible to show the clients their wellbeing is important to you. The sooner they have the products, the sooner they'll use them and the sooner they'll order again. I only advertise on WhatsApp and send different advertisements to different client groups, which helps me a lot with personal sales."

"I'm blessed with very special, lifelong clients and friends and get most of my referrals from them. When I deliver to a new client I try and add a Beautè or samples and soon her/his colleagues also become my clients. When my four children were still at school and university, I asked company managers or school principals if I could host small exhibitions during break or lunchtime and in this way I reached my goals of paying for most of my children's SAs, camps and extra expenses."



"I use most of the Annique products myself and try to deliver the best service I can. Do your best and God will do the rest! I make sure my clients know about new products and let them try products even if they don't want to buy any. I let my clients know how much I appreciate them for supporting my small business. Some clients buy every month, some every second or third month, and some once a year but I treat everyone the same; I try to make my clients feel special when they are with me."

