

How to Use the ANNIQUE ACADEMY

How do you use the Annique Academy?

"I use the Academy in my business on a daily basis. I verify all product information or questions I have on the Academy. I even send some of my clients interesting information from the Academy that I feel can be of use to them. For example, if someone is purchasing Yellow Superfood, I share a personal testimonial with them and I also attach interesting information so they can see how beneficial the product is."

1.

How do you train your Consultants to use the Annique Academy?

"I set a fun challenge for my team:

If they send me a photo of all three certificates that proves they finished the training courses on the Academy, they are entered into a lucky draw and stand a chance to win a hamper."

2.

"I divide the Academy into four sections:

- Information Library Products
- Information Library Business
- Frequently Asked Questions and Answers
- Training Courses"

"I created a video for each section which explains how to use it and Yvette Uys, a very creative Consultant in my team, made images that we use for training"

3.

"All my leaders do the following: When a new Consultant joins the team, he/she immediately receives training on the Academy and how it works. We send the images that Yvette created as well as the videos of the sections and encourage them to use it. We also give them a task to search for the answers to specific questions on the Academy. In this way we ensure that new Consultants visit the Academy."

"We refer any questions we get from Consultants to the Academy or we send a screenshot of their answer as it is displayed on the Academy to show them where they can find the answer. When we recruit new Consultants, the Academy is highlighted as one of the benefits of the business – 24/7 training available.

What more can we ask for?"

5.

"If possible I Zoom with the new Consultant or show them personally how the Academy works. For example, I ask them which supplement they would like to know more about. I then search the Academy with her and show her how everything is organised."

4.

Training is one of the key drivers in any successful Direct Selling business. The online Annique Academy is a multi-media digital platform that enables Consultants to better understand Annique's products and thereby grow their businesses more effectively.



Top Annique Consultant Annemarie Cronje tells us how she uses the Annique Academy in her business.

I often receive the question:

"From what age can you start drinking which supplement?" I have therefore created a document based on the Academy that focuses on when and from what age to use the Forever Healthy supplements. The Academy explains this so wonderfully and has simplified my business and life as it equips me with fantastic information."

You can log in to the Academy via the Annique Store by clicking on the Academy tab.

