

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 Margie Smit, from Cape Town, the second place winner in the Personal Sales category at Annique's Première event. She tells us about customer service in her business.



Margie achieved second place in the Personal Sales category at Annique's Première with sales of R892 265



"I started a home salon 30 years ago and I needed a product that was reliable, affordable and that offered results. Annique ticked all the boxes and it was known to most of my clients. During the winter months, in Cape Town, our income from the salon shrinks to only a third of our turnover. I needed a product to sell for a reliable income. I love Annique, I believe in Annique, I get excellent results with Annique and today I still get excited when I tell someone about Annique.



"Second and third generations buy from me and most of my clients have been my clients from 34 years ago, when I started working at my first job as a beauty therapist. People need to know that you care about them and that you want the best possible deal for them so they can buy from you. As soon as people realise that you are more worried about the profit you make, than about them, you start losing clients. People tell their friends and every new possible client you invite for a free facial. Make them see the product, feel the product on their skin, touch the product and then they buy it. Annique sells itself. Do what you say you are going to do. When you make an appointment for delivery or facial, stick to your promise and provide something extra to make them feel appreciated and special.



"For the last 4 months I have been trying to get people, who I am connected to on social media and who have known me for years but do not support me, to realise that I am trustworthy and reliable and I have this amazing product to share with them. Lots of people do not know that I sell Annique because I have had a very low profile on social media. I have now started promoting my business on social media. The new products launched are exciting and people realise that we are an amazing company with amazing products. People might just be more open to buy from someone they know, especially if they see regular advertising on your page.



"I retain my clients and upsell to them by getting up, dressing up and showing up. I make myself available to people during office hours or make sure they know when I am available. Be gentle and calm when answering phone calls and your WhatsApps. I try to be kind, caring and genuine and to follow up after sales. I do make my own specials if I have extra stock available. I do upsell, but most of my clients buy every month."