

Teamwork is critical in any business, but especially so in Direct Selling. Because everyone brings a different skill or attribute to the table, there is an even greater likelihood that your business will be successful.

Teamwork has even been shown to improve communication, speed up idea generation and distribute work load. Annique Consultants Petro Venter and Athi Fumbata are a dynamic duo and a great example of fantastic teamwork.

They explain how they work together in order to make their Annique businesses a success.

THE IMPORTANCE OF **TEAMWORK** IN YOUR BUSINESS



Athi says...

"A leader is someone who can see how things can be improved and who empowers people to move towards a better vision. Petro works very hard to make her vision a reality, while putting other people first, by motivating them each and every day.

Petro has the following leadership qualities:

- She is always willing to develop me to her standard; she encourages strategic thinking, innovation and actions
- She has self-awareness and prioritises personal development
- She always motivates and inspires me to be a better leader
- She never stops me from growing as a better leader

It is a great pleasure working with Petro and I hope that we will share an office space together."



Petro says...



Athi means:

- A** - Annique **ACHIEVER**
- T** - **TRUSTWORTHY** and **Talkative**
- H** - **HARD WORKER** and **Health Addict**
- I** - **INNOVATIVE** and **Inspiring**

"If you meet Athi for the first time, you immediately see that he is a very friendly, passionate, people-loving man with lots to say and lots to offer. He always smiles and has a never give up mentality, although life can be difficult and unexpected obstacles come his way.

Athi runs his business with a lot of contagious enthusiasm and will let everybody who he meets understand the importance of a good, healthy body and how Rooibos can change your everyday life."

"Another thing Athi does very well is holding stock. He drives around with products and goes door to door, offering to help sick and unhealthy people. He gives samples away and follows up for testimonials, which will eventually lead towards more orders and more clients.

He also makes sure he really talks to a new client so he can know more about the client's health issues and needs. He doesn't just go in to make a sale. He truly cares about the person more than the sales. A personal touch to all his deliveries makes him a Consultant people trust easily."

"He is a walking, talking example of an Annique Rooibos ambassador and strives to always provide excellent service to all his clients.

Athi uses a lot of the Annique products so he can experience the benefits first-hand, and tell the world about them, through WhatsApp status updates and Facebook videos. He also makes a lot of personal calls to people who he thinks may need these benefits. He has a signature elevator speech, or rather mannerism. All conversations are opened with a huge smile, which invites people to smile back. This opens the door for more conversation."



"When he communicates with people, he will always strive to create a need for products that the client does not know they have. For example, he will offer a one-stop-shop for gifts and health and beauty products. When a client buys a supplement, he will ask about the family and that way determines what other needs the client and her family may have. He makes hampers, with lots of different ranges of products to make it easy for clients to order and have it delivered, wrapped (if it is a gift) and explanation of what it is. For example, Mother's Day hampers with herbal tea and some facial products added."

“ Athi never stops dreaming big. He runs his business in a very face to face way with an energetic presence. He is not shy to share his experiences and loves to uplift the community he grew up in. He is an inspiration to me and all who have the privilege of meeting him. ”

