

# ANNIQUE rooibos

SPECIAL EDITION REPLIQUE  
Rewards & Recognition Results 2022/2023

## TOP 10 IN DOWNLINE SALES

1 July 2022 to 30 June 2023

1<sup>st</sup> Place

**Elizma du Bois**  
from Durbanville  
**R121 483 970**

Annique Voucher Value – R25 000



6<sup>th</sup> Place

**The Vos family**  
from Roodepoort  
**R17 289 364**

Annique Voucher Value – R13 000



2<sup>nd</sup> Place

**Fransie du Plessis**  
from Pretoria  
**R33 952 519**

Annique Voucher Value – R22 000



7<sup>th</sup> Place

**Irma Viljoen**  
from Standerton  
**R15 520 159**

Annique Voucher Value – R11 000



3<sup>rd</sup> Place

**Elmien Goosen**  
from Durbanville  
**R28 675 153**

Annique Voucher Value – R19 000



8<sup>th</sup> Place

**Sanette Horn**  
From Centurion  
**R14 241 236**

Annique Voucher Value – R9 000



4<sup>th</sup> Place

**Leslie Grobler**  
from Cradock  
**R28 039 954**

Annique Voucher Value – R17 000



9<sup>th</sup> Place

**Belinda Fourie**  
From Rooihuiskraal  
**R13 919 268**

Annique Voucher Value – R7 000



5<sup>th</sup> Place

**Petro Venter**  
from Gqeberha  
**R23 296 055**

Annique Voucher Value – R15 000



10<sup>th</sup> Place

**Annemarie Cronje**  
From Bloemfontein  
**R12 192 502**

Annique Voucher Value – R5 000



# TOP 11 - 30 IN DOWNLINE SALES

11



**Henriëtte  
Badenhorst**  
from Boksburg  
R11 622 058

12



**Billie  
Pretorius**  
from Windhoek  
R11 099 186

13



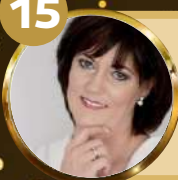
**Dalena  
Stulting**  
from George  
R10 967 326

14



**Adele  
Dercksen**  
from Centurion  
R9 454 015

15



**Michelle  
Goodwin**  
from Montana  
R9 009 310

16



**Herculine  
Stander**  
from Kempton Park  
R8 237 730

17



**Dalene  
Celliers**  
from Panorama  
R7 269 389

18



**Dalene  
Richter**  
Bloemfontein  
R6 258 580

19



**Veronica  
Bezuidenhout**  
Boksburg  
R5 801 657

20



**Lona  
Liebenberg**  
from Paarl  
R5 129 747

21



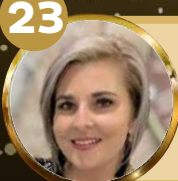
**Marianne  
Germishuys**  
from Brackenfell  
R4 854 086

22



**Theresa  
Meyer**  
from Struisbaai  
R4 818 018

23



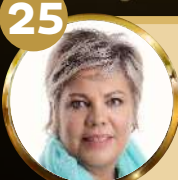
**Mariske  
Botha**  
Centurion  
R4 521 500

24



**Michelle  
Lettau**  
Pretoria East  
R4 425 043

25



**Annelize  
du Plessis**  
from George  
R3 316 995

26



**Lappies  
Van Schalkwyk**  
from Johannesburg  
R4 559 845

27



**Lizette  
Labuschagne**  
from Alberton  
R4 195 926

28



**Elaine  
Opperman**  
from Windhoek  
R3 841 871

29



**Anna-Marie  
Schutte**  
from Stellenbosch  
R3 619 173

30



**Rodie-Lane  
Bronkhorst**  
from Pretoria  
R3 571 623

A special gift valued at R2 000

# NEWCOMER - OF THE YEAR

From 1 July 2022 - 30 June 2023

This Consultant must be registered between 1 July 2022 and 30 June 2023. He/she must have Personal and Downline Sales, have started to recruit new Consultants into their team, and execute the Key Drivers of the Annique Rooibos business.

Weighting average: • 40% Personal Sales • 50% Downline Sales  
• 10% active Level 1 recruits

**1st**  
Place

**TEBOGO MACHAKA**  
from Polokwane



**Date Started**  
2022/09/27

**Personal Sales**  
R10 807

**Group Sales**  
R440 478

**Total Points**  
331

**Cash -**  
R 8 500

Tebogo joined Annique Rooibos on 27 September 2022 after she saw an advertisement about the Business Opportunity on Facebook by Nonkululeko Phasha. The reason why she joined is because she was struggling with high blood pressure and she needed to supplement her salary, which was not enough to support her family. Nonkululeko explained to her how to build a team and the targets that will be needed to earn additional discount and Tebogo decided to commit wholeheartedly to her target. She reached Manager in a record time of 7 months.

**2nd**  
Place

**STEPHINAH TEFFO**  
from Polokwane



**Date Started**  
2022/07/28

**Personal Sales**  
R53 745

**Group Sales**  
R414 197

**Total Points**  
251

**Cash -**  
R 5 500

Stephinah was a teacher for many years and up until today, in her retirement years, she still loves to teach and empower people. Especially helping people to take care of their skin, become good personal sellers and how to be a responsible team leader. She is never scared of rolling up her sleeves to getting the job done.

**3rd**  
Place

**NEO SEKABONA**  
from Polokwane



**Date Started**  
2023/01/25

**Personal Sales**  
R 8 134

**Group Sales**  
R 153 879

**Total Points**  
191

**Cash -**  
R 4 000

Neo responded on an advertisement from her sponsor Tebogo. She knew a little bit about the products as her mom was selling it in 2017. From day one she just fell in love with the products, the business opportunity and the way she is earning on the compensation plan. In only 6 months she reached the title of Four-Star consultant. She already has 29 people in her downline.



# PERSONAL SALES

1 July 2022 to 30 June 2023

**CRITERIA** – He/she is a true direct seller and has achieved high levels of Personal Sales between 1 July 2022 and 30 June 2023 compared to 1 July 2021 to 30 June 2022. Weighting average: • 80% Personal Sales • 20% sales growth. Previous year's sales must be minimum of R400 000 in order to get the 20% weighting on growth (Category 1) and between R 100 000 and R 399 999 (Category 2). This Award is subject to a minimum of 12% growth.

## WINNERS CATEGORY 1

R400 000 + per year

## WINNERS CATEGORY 2

R100 000 – R399 999 per year

1st Place

**SONÉ VAN WYK**  
from Centurion



2021/2022  
R486 440

2022/2023  
R759 095

Growth R Value  
R272 655

Growth %  
56.05%

Total Points  
5904

Cash -  
R12 000

After starting her business in 2010 Soné and her husband decided that if she could earn a certain amount for three months, she can quit her job and run her Annique business full-time. She took her business online in 2011 and it just grew from there. She never stopped seeing customers personally and she didn't stop recruiting. "My husband and I made the decision to go digital mainly so I could work from home when we have kids. I could never have dreamt that it would've been so successful. Now I home school my two kids and business is doing great."

1st Place

**KAREN ODGERS**  
from Germiston



2021/2022  
R392 320

2022/2023  
R600 451

Growth R Value  
R208 131

Growth %  
53%

Total Points  
4450

Cash -  
R 7 000

Karen started her Annique Rooibos business after struggling to maintain a healthy weight. Karen is a lifestyle coach by profession and says Annique Rooibos offers a solution to customers' health problems with magnificent results. One of her main marketing strategies are to consistently post product information, advertisements and testimonials on her WhatsApp status. Her secret to success.... **Always be consistent and never stop talking about your business.**

2nd Place

**DALENE CELLIERS**  
from Parow



2021/2022  
R571 751

2022/2023  
R644 709

Growth R Value  
R72 958

Growth %  
12.76%

Total Points  
4096

Cash -  
R10 000

You can expect nothing but the best customer service from Dalene. She has been an excellent example for years, of a consultant with amazing product knowledge, sales skills, relationships building know-how and is an expert in making customers feel special. She will always add a small gift, a special note, a birthday wish, a get well soon card or whatever the need is to her customer parcels. Her customers are her friends as she makes sure her approach and interactions are genuine.

2nd Place

**ANNA-MARIE CRAVEN**  
from George



2021/2022  
R198 196

2022/2023  
R440 855

Growth R Value  
R242 659

Growth %  
122%

Total Points  
3700

Cash -  
R 6 000

Anna-Marie is a successful businesswoman not only in Annique Rooibos but also as a chartered accountant. Actions speak louder than words, and this lady's actions tell an incredible story. She is a strong woman with a strategy, a focussed plan and her execution of the plan is spot-on. She works systematically and is always ready to help a customer immediately as she believes in carrying stock, in her words "A customer cannot wait". Her biggest motivation and goal are to qualify for the Annique Rooibos overseas incentive. She had qualified for three consecutive incentives, Alaska, Maldives and Amsterdam. As her upline Lizette Labuschagne confirmed, she brings out the best in other people, as she knows how to find that silver lining with her consultants in many provinces around the country. She uses social media to do business and it works wonders.

3rd Place

**IRMA VILJOEN**  
from Standerton



2021/2022  
R323 633

2022/2023  
R429 496

Growth R Value  
R105 862

Growth %  
33%

Total Points  
2980

Cash -  
R 5 000

This energetic 57 old grandmother of 9 started her Annique Rooibos business when she was only 19 years old. Over the many years she built a strong team of over 600 consultants. She is also ranked 7th in the country. Irma loves to personally sell products to customers through Pamper Parties, Facebook Pamper Parties, and personal testimonials of the results she experienced with the products. Not only did she qualify for over 15 overseas incentive trips, but she is also number 16 in the country in her age group 55-59 of the Crossfit challenge.

# BUSINESS BUILDER

1 July 2022 to 30 June 2023

The Business Builder Award is a prestige award for a consultant who takes the business into the future and who builds their business through recruiting new Consultants in his/her Level 1.

**Criteria:** Weighted average : \* 50% of results based on number of new Level 1 Consultants. \* 50% of results based on the Level 1 Consultant's Personal Sales. Category 1 : R 250 000+ sales.

## WINNERS CATEGORY 1



**2nd  
Place**

**DR CARIEN BENEKE**  
from Pretoria

**New consultants  
Level 1 : 83**

**Total Sales of new  
consultants (Level1)**  
R284 771

**Winning Points 2022**

**Overseas  
Ticket -  
Value**  
R 45 000

Carien did her doctorate in pharmaceutical sciences and soon after working a typical 8 to 5 job she decided the corporate world was not for her. She was introduced to the products by her sponsor, Vanessa Botha and was hooked from day 1 in 2015. She immediately started to build her business by recruiting consultants and manages her Annique Rooibos business fulltime. She qualified for 4 overseas incentives over the years. She believes training drives sales because the more people know about the products, the easier it is for them to sell or buy for themselves. She runs nine training modules in her team from business to products, new consultant training and opportunity meetings introducing the business opportunity to potential consultants. She also does regular team meetings. Her Social Media strategy in recruiting consultants is definitely working for her.

**New consultants  
Level 1 68**

**Total Sales of new  
consultants (Level1)**  
R368 826

**Winning Points 1996**

**Cash -  
R 20 000**

After attending an Annique Rooibos Première event, Sanelda realised that this business opportunity was perfect for her as she need an additional income to cover the rising cost of living. As a fulltime employee she started selling the products and soon found out customers love the products, the results and the quality. After studying the Rewards & Recognition booklet for 2022/23 she set her eye on a few rewards and started to work with a plan. She started to advertise on Facebook, from February this year, with great results. Not only is she a Business Builder but also a fantastic personal seller with personal sales of R 40 000+ on average per month.

**1st  
Place**

**MICHELLE GOODWIN**  
from Pretoria

**New consultants  
Level 1 : 145**

**Total Sales of new  
consultants (Level1)**  
R792 316

**Cash -  
R 110 000**

**Winning Points 4272**

Michelle is a goal orientated, driven and successful Annique Rooibos businesswomen. She believes in having processes in place and constant training with her team and her success with building her business comes from Social Media.

**From day one she set her eyes on working for the R110 000 cash reward. What drives her?**

She absolutely loves a challenge and to challenge herself. She decided early in the Business Builder qualification period what it is that she would like to do with the prize – then she went about creating a vision board which she posted up all over her house as a continuous reminder of what her driving force is every day – even if the previous day was a bad day.

**How did she set and follow her goals?**

At the start of each month, she wrote her desired group sales target down. Sometimes it aligned with Home Office's target, other months, it could be more. This was 100% her target, which she set according to what happened in previous years and what was going on in her team in the last month. Sometimes they need a push from behind, and other times a pull from the front.

She also lists the inactive consultants showing potential and work a little closer with them during the month to help them place that first order.

**Her advice:** Build relationships and don't be afraid of the digital world.

This is the fifth year in a row that Michelle has won the Business Builder of the Year Reward.

**3rd  
Place**

**SANELDA PUTZ**  
from Pretoria



# BUSINESS BUILDER

## WINNERS CATEGORY 2

**Criteria:** Weighting 50% of new Level 1 Consultants 50% Level 1 Consultant's Personal Sales. Level 1 consultant's Personal Sales needs to be a minimum of R100 000 to qualify in this category. A minimum of 10 new Level 1's is required.



**1st  
Place**

**POTEGO CHABALALA**  
from Polokwane

New consultants  
Level 1 : 188

Total Sales of new  
consultants (Level1)  
R185 986



Winning Points 1049

Potego joined the Annique Rooibos late in 2021, and immediately started to recruit consultants, train them and with the help and support of her sponsor, she grew a healthy, Rooibos business that changes peoples lives. Potego always dreamed of being her own boss and after she was unemployed for many years, she just wanted to share the Annique Rooibos business opportunity with everyone, everywhere. She uses Facebook to advertise the products and the business opportunity.

**Her top tips :**

Stay focused  
Set monthly goals of what you want to achieve in your business  
Stay consistent in what you are doing.



**2nd  
Place**

**ELLA JANSEN VAN VUUREN**  
from Pretoria

New consultants  
Level 1 : 69

Total Sales of new  
consultants (Level1)  
R249 872



Winning Points 589

Ella is a mother of two, works fulltime and manages her Annique Rooibos part time. Her dream is to do it fulltime, so that she can have more time to spend with her two beautiful daughters. Her focus from day 1 was teambuilding as she believes this is the longevity and sustainability of an Annique Rooibos business. She gets her new consultants from her Facebook marketing and with the training her and her sponsor Carien Beneke is doing she build a strong team over the year. Her total downline sales for the year was R 446 073.



**3rd  
Place**

**NONKULULEKO PHASHA**  
from Polokwane

New consultants  
Level 1 : 76

Total Sales of new  
consultants (Level1)  
R217 866



Winning Points 584

Nonkululeko was retrenched in April 2022 and was forced to look for other income opportunities because she couldn't find a job. She saw Potego Chabalala's post about Annique Rooibos on Facebook, and she contacted her. She wanted to know what is so unique about Annique Rooibos and after their discussion she decided to join in May. Only after joining did she really start to understand the business and the advantages of being a consultant. She was amazed by the way Potego presented the business opportunity and decided she wanted to follow in her footsteps. She has attended every Zoom training and decided to start building her own team. In 7 months, she became Manager and in 11 months Director.

# DOWNLINE SALES IN CATEGORIES

1 July 2022 to 30 June 2023

At Annique Rooibos we recognise the achievement of Downline Sales in 6 categories. He/she hosts regular team meetings and organises regular workshops and training for their team. He/she supports the belief that you have to build the business through recruitment and sales.

**Criteria:** Weighting average: 90% Downline Sales, 10% Sales Growth. Minimum of R 200 000 Downline Sales in previous year. Minimum 3 new Level 1 Consultants. This award is subject to a minimum of 12% growth. The 70/30 rule applies.

## WINNERS CATEGORY 1

R200 000 – R299 999

## WINNERS CATEGORY 2

R300 000 – R499 999

1st  
Place

**ELLA JANSEN VAN VUUREN**  
from Pretoria



2022/2023  
R446 073

2021/2022  
R262 612

Growth %  
70%

Winning Points  
236

Annique  
Rooibos  
Voucher  
Value –  
R4 000

A woman with a vision, a strategic plan, a doer, an implementer, and a hard worker, that is Ella. Her dream is to run her Annique Rooibos business fulltime so that she can have more flexi time. She mainly recruits on Facebook, does training online and builds a relationship with every new consultant. She is a true networker with contacts everywhere.

1st  
Place

**POTEGO CHABALALA**  
from Polokwane



2022/2023  
R2 298 312

2021/2022  
R429 828

Growth %  
435%

Winning Points  
1563

Annique  
Rooibos  
Voucher  
Value –  
R7 000

Potego was the winner in Category 2 of our Business Builder Award. She has 3 tips for consultants building their Annique Rooibos business:

- Never allow anything to distract you from seeing results in your business.
- If you want to rank up to a higher title in the ABC Success Plan (because that is where you earn a lot of money), sit down and plan how you are going to do that within that given month.
- Keep advertising your business even if people do not respond, because it is through consistency that your business will succeed.

"When you have something that you need to do, do it now!" – Potego Chabalala

2nd  
Place

**AMELDA MACKLEIN**  
from Durbanville



2022/2023  
R375 365

2021/2022  
R201 110

Growth %  
87%

Winning Points  
202

Annique  
Rooibos  
Voucher  
Value –  
R3 000

Amelda joined Annique Rooibos in 2020, but only really started to take her business serious a year later. Her day begins by sending motivational messages to my WhatsApp group. She calls her team 'Rooibos Takkies' because they are all special to her and each consultant represents a branch of a tree. To date, the branches of her tree have grown and become stronger and are bearing more fruit." She loves doing training monthly on the Beautè. She makes it a priority to train them on the products on offering for the month. She believes in leading by example. She has a personal goal of introducing at least two people to join her team daily. She always ensures that she has registration forms nearby in her bag or in a file. Those who know her personally know that she loves chatting to new people and have one on one conversations with them, so it is a pleasure for her to go out and meet new people. She believes in recruitment to grow her business.

2nd  
Place

**KAREN ODGERS**  
from Germiston



2022/2023  
R888 607

2021/2022  
R495 353

Growth %  
79%

Winning Points  
526

Annique  
Rooibos  
Voucher  
Value –  
R6 000

Karen was the winner of Category 2 of our Personal Sales reward. She gets people to join her business by posting on public Facebook groups and marketing the Annique Rooibos products. We asked Karen what her secret to success is? "Always be consistent and never stop talking about your business. I always tell my team: The amount of income you get in a particular month directly reflects how many people you have helped to start their own Annique Rooibos business. Always treat your team members equally important as your customers. Celebrate and recognise your team members and always allow room for suggestions in your team. You can't always figure things out by yourself."

3rd  
Place

**ANRIËTTE DE KLERK**  
from Somerset West



2022/2023  
R384 665

2021/2022  
R243 043

Growth %  
58%

Winning Points  
201

Annique  
Rooibos  
Voucher  
Value –  
R2 000

She and her mother, Annette, are partners in the business. For the past year they have focused on building the team and personal sales. She is magnificent with goal setting not only for herself but also for her team. She has the perfect recipe for customers: Customer cards / Know what they bought / Follow-up / Add samples to their parcels for cross selling / host a lot of Pamper Parties / do expo's / do one-on-one facials. She is focussed on personal service and loves to spoil customers with an extra little gift in their bag like a small chocolate or a special message. She just loves marketing and giving personal attention to customers and consultants.

3rd  
Place

**MARINA VAN RENSBURG**  
from Fish Hoek, Western Cape



2022/2023  
R698 122

2021/2022  
R434 493

Growth %  
61%

Winning Points  
403

Annique  
Rooibos  
Voucher  
Value –  
R5 000

Marina is a lady who lives in gratitude, always. She loves to share her knowledge with others, she applies the one metre rule in full as she shares the wonderful product benefits and business opportunity with everybody. She never misses out on any training events in her team, Home Office rewards meetings and online events or any other Facebook training. She will be the first to congratulate whoever on their results. As her sponsor Helena Coetzee said, "I am privileged to have her in my team."

# DOWNLINE SALES IN CATEGORIES

1 July 2022 to 30 June 2023

## WINNERS CATEGORY 3

R500 000 – R699 999

## WINNERS CATEGORY 4

R700 000 – R999 999

**1st**  
Place

**TRACEY-LEE MANNING**  
from Johannesburg



2022/2023  
R927 881

2021/2022  
R645 521

Growth %  
44%

Winning Points  
1391

**Annique Rooibos Voucher Value – R10 000**

### Tracey-Lee's recipe for success:

- She became more creative, promoting selected products to her customers by way of monthly lucky draws that she offers if a customer buy from her.
- Planning her social media posts more consistently has resulted in greater success. Creating interest and awareness of her business was her main aim and this past year she reaped the rewards.
- She loves helping people. It is important for her to listen with care and help and suggest a solution.
- Talking about the products with confidence and passion goes a long way. Her customers and consultants have grown to trust her in helping them to look good and feel great."

**1st**  
Place

**ELZANNE BENSLEY**  
from Cape Town



2022/2023  
R1 398 963

2021/2022  
R937 559

Growth %  
49%

Winning Points  
999

**Annique Rooibos Voucher Value – R13 000**

Elzanne is a very charismatic lady and has a very unique way of communicating on Facebook – she says it like it is in her authentic way and that is what works for her! As she believes that you must JUST BE YOURSELF! "Recruiting consultants at the right-time and place is important to her. She always has a couple of names she considering , and then she'll call them. She loves to market the starter packs – it is an excellent advantage at a low cost for somebody to start a business. When people ask her what she does, the answer is simple – "I am an Annique Independent Consultant for the best company in South Africa." By saying just that makes them want to know more, and then she get to tell them all about the unique Annique Rooibos benefits.

**2nd**  
Place

**SUSAN VAN DYK**  
from Pretoria



2022/2023  
R619 622

2021/2022  
R537 686

Growth %  
15%

Winning Points  
794

**Annique Rooibos Voucher Value – R9 000**

Susan is a stylish lady that works full-time during the day and still find time to recruit, sell and build her Annique Rooibos business. She never sits still and is always ready to help, assist and share her fantastic product knowledge with her customers and consultants. Susan believes in the following:

- Be your own best customer – Use the products yourself
- Share your own testimonial about the product and business
- Never give up, sometimes business is slow other times it is faster
- Always be in touch with your team even if it is only every second month

**2nd**  
Place

**HENDRIK GELDENHUYS & ELDRÉ KÜYLER**  
from Western Cape



2022/2023  
R1 233 060

2021/2022  
R840 941

Growth %  
47%

Winning Points  
875

**Annique Rooibos Voucher Value – R12 000**

Doringbaai is a small fishing village with a population of only 1260. In 2012 Eldré & Hendrik realised that going online selling Annique Rooibos products and building the business through recruitment is just the answer for them. This successful team have learnt the hard way but after a lot of dedication, perseverance, having the end goal in sight, this was and still is the perfect business module for them. They believe in:

- Be in the face of your consumer with your website.
- Be hands-on with your business, make sure you are on top of all product knowledge, news from Home Office, stock situations, etc.
- Offer an amazing service and immediate feedback on any requests.
- Be flexible and make sure you adapt and move with the times

**3rd**  
Place

**WILMA EDWORTHY**  
from East London



2022/2023  
R633 322

2021/2022  
R571 002

Growth %  
11%

Winning Points  
784

**Annique Rooibos Voucher Value – R8 000**

Wilma joined Annique Rooibos after being in the corporate world all her working life. Wilma immediately signed up for a Beauty course and opened a home salon.

It was such a joy for her to discover that her passion is the world of Beauty, Health, Business Building and enriching the lives of customers and consultants alike.

She is proof that it is never too late to change course, discover and follow one's passion. She has a warm and generous spirit, and she reaches out and is willing to help all who cross her path. She also loves doing markets, mini facials and introductory facials.

**3rd**  
Place

**SONÉ VAN WYK**  
from Centurion



2022/2023  
R1 256 812

2021/2022  
R992 082

Growth %  
27%

Winning Points  
840

**Annique Rooibos Voucher Value – R11 000**

Soné was also the winner in the Personal Sales Category 1. She strongly focusses on the digital space regarding personal sales and recruiting consultants for her business. She and her husband makes a mean team as he helps her with the marketing and all the digital strategies for the business. She says: "I have him to thank for all the the administration involving an online business. A lot of work, manpower, structure, and consistency is needed to run a business online. You can never ever afford to sit back and relax; a digital business is 24/7."



# DOWNLINE SALES IN CATEGORIES

1 July 2022 to 30 June 2023

## WINNERS CATEGORY 5

R1 million – R1.999 million

## WINNERS CATEGORY 6

R2 million – R3.999 million

1st  
Place

**PETRU PIENAAR**  
from Boksburg



2022/2023  
R1 946 612

2021/2022  
R1 132 808

Growth %  
72%

Winning Points  
717

Annique  
Rooibos  
Voucher  
Value –  
R15 000

Petru can do it all, be a full-time mother, home school her kids, run and grow a successful business and manage to travel. Petru loves everything great and wonderful about life and says that the Annique Rooibos opportunity fits in perfectly with her lifestyle, her goals, and her daily routine.

### She loves about the business because:

- Becoming a Team Leader was one of her highlights as she enjoys training, motivating, interacting, and celebrating results.
- The opportunity to offer your customer the option to order online instead of from you, by registering them as VIP Online Shoppers
- With her own training page on Facebook, she allows consultants to follow the guides in their own time to gain knowledge on products and business.
- She learned to become more patient with herself and others remembering that each person is in his or her own personal season.
- The Volume Discount Statement is a crucial tool to manage her business.

1st  
Place

**ANNA-MARIE CRAVEN**  
from George



2022/2023  
R2 774 723

2021/2022  
R2 191 911

Growth %  
27%

Winning Points  
684

Annique  
Rooibos  
Voucher  
Value –  
R20 000

Anna-Marie was also 2nd place in Category 2 of the Personal Sales Reward. Anna-Marie moved from Alberton to George in early 2023. Establishing yourself in a new town is quite a challenging task but Anna-Marie is a focused individual, working her business through social media getting new customers and consultants. With the wonderful service Annique Rooibos offers she kept her customers in Alberton by ordering their products online and Annique Rooibos Home Office delivers to their doorstep.

Through her interaction with her consultants, she knows how to bring the best out of them.

### Three things that led to her success are:

- She recruited some of her previous customers to become consultants, explaining the benefits of becoming a consultant.
- She shared customer and consultant testimonials on social media.
- She verifies her consultants who are NOT YET TRADING and urge them to sell the specials, organise a Pamper Party and purchase the BUY ME, TRY ME products on offer the month.

2nd  
Place

**WILMA LIEBENBERG**  
from Kempton Park



2022/2023  
R1 672 324

2021/2022  
R1 396 454

Growth %  
20%

Winning Points  
478

Annique  
Rooibos  
Voucher  
Value –  
R14 000

Wilma's dream has always been to be her own boss, manage her own time and to be able to spend more time with her children, and Annique Rooibos has managed to help her make it a reality. She has spent hours developing herself and her team and is picking the fruits from her labour.

### She believes in:

- Connecting with consultants on a personal level.
- Know your consultant and why they are in your team.
- Make your consultant feel like part of the family.
- Have FUN in your team, don't be too serious.
- Give Rewards & Recognition in your team.
- Educate your consultants about the products and the business opportunity.

2nd  
Place

**DR CARIEN BENEKE**  
from Pretoria



Side Volume Sales  
2022/2023  
R2 643 537

2021/2022  
R2 155 838

Growth %  
23%

Winning Points  
634

Annique  
Rooibos  
Voucher  
Value –  
R18 000

Carien was 2nd place in Category 1 of the Business Builder Reward winning a ticket to join the Annique Rooibos group of travellers to Chile. She is the mother of twin boys and still finds the time for recruiting new consultants through Facebook. Her team loves to listen to her presenting as she is knowledgeable not only about the products but also about the business. She strongly believes in training as you need to equip everybody with product knowledge. In the past year Carien built her side-volume business with 23%.

3rd  
Place

**HETTIE DE BRUYN**  
from Bloemfontein



2022/2023  
R1 591 490

2021/2022  
R1 354 036

Growth %  
18%

Winning Points  
447

Annique  
Rooibos  
Voucher  
Value –  
R13 000

Hettie is a go-getter at the age of 71! She strongly believes in setting goals for herself like qualifying for her first Annique Overseas Incentive to Amsterdam this year. Hettie inspires consultants to work with her, not to reach her goal but achieving their goal so that they can feel better, be better and earn better from their actions. She just loves her diverse team, their get-togethers – training sessions and then she treats them as family. She believes in "If you work together as a team, you will grow together!"



# TESTIMONIAL OF THE YEAR

1 July 2022 to 30 June 2023

**1st Place** **HLELO DLAMINI**

**-Annique Rooibos Voucher Value - R3 000**



**BEFORE** **AFTER**

Hlelo survived a terrible accident. Immediately after the accident she started using the Resque Crème and Essense Miracle Tissue Oil. Only three months later, she made a full recovery and the scars to her face are barely visible.

**2nd Place** **JENNIFER RAMELA**



**-Annique Rooibos Voucher Value - R2 000**

For many years her family has been struggling with severe sinuses and nasal congestion. In February 2023 she joined as a consultant and bought a Resque Starter pack. She started to use the Resque Mist daily for her 9- and 10-year-olds for at least a month. Before using the product, they would normally get irritated, which kept them up at night. The whole family could barely get proper sleep. It was like sleeping with a person that snores, Jennifer said. I spray a little bit of Resque Mist on the pillow and during the course of night I would spray a little in the air when they get irritated. She says "I am so thankful for this product because the problem has been solved", and we are all now a happy family."

**3rd Place** **CORNELIA NEL**



**BEFORE** **AFTER**

**-Annique Rooibos Voucher Value - R1 000**

Cornelia says: "For six months my toenail just got worse and worse. When a hole formed in my nail, I decided to do something about it before I might lose my nail. I decided to drink the Annique Rooibos OptiFlora to kill the fungus. It was the best decision because since I started using it on February 10, 2023, and it got better every day.

## LOCAL IS LEKKER WINNERS

January – June 2023

Local is Lekker is a competition that focuses on consultants with downline sales of between R 170 000 and R 850 000 in a 6-month period. These consultants receive a growth percentage target and the consultant with the highest growth wins a local holiday of their own choice to the value of R 20 000. The minimum Level 1 recruits were 3.



### WINNER:

Winning a holiday to the value of R20 000

**SANELDA PUTZ**  
from Pretoria

Sanelda over-achieved on her target with 66%! Sanelda's target was R304 745, and she reached downline sales of R508 235!



### 2ND PLACE:

Winning a Holiday to the value of R12 000

**NARINA MC KEEVER**  
from Brakpan

Narina over-achieved on her target with 15%! Her target was R259 230, and she reached downline sales of R299 341.



### 3RD PLACE:

Winning a Holiday to the value of R 9000

**KAREN ODGERS**  
from Germiston

Karen over-achieved on her target with 7%. Her target was R469 705, and she achieved downline sales of R503 603.



### 4TH PLACE:

Winning a Holiday to the value of R 9000

**ROS VAN WYK**  
from Cape Town

Ros achieved her target 100% and in the 6-month period she had downline sales of R467 415!



### 5TH PLACE:

Annique Rooibos Voucher to the value of R 2000

**TRACEY-LEE MANNING**  
from Glenvista, Johannesburg

# EXTRAORDINARY GROWTH

1 July 2022 to 30 June 2023

Weighting average: 90% Downline Sales. 10% Sales Growth percentage. Must be PAID-AS Title of Three-Star and higher for the last 3 months of the reward. Minimum of 12% growth. 70/30 rule applies. Excludes Top 20 Downline Sales winners. R200 000 + growth in Downline Sales compared to previous year.

## CATEGORY 1:

**1st**  
Place

**POTEGO CHABALALA**  
from Polokwane



**2022/2023**  
R2 298 312

**2021/2022**  
R429 828

**Rand Value  
Growth**  
R1 868 484

**Annique  
Rooibos  
Voucher  
Value  
R 25 000**

Potego was also the winner in Category 2 of our Business Builder Reward recruiting 188 consultants on her Level 1 and they achieved sales of R 185 986. She was also the winner in the Downline Sales category, in Category 2 (R 300 000 – R 499 999) as she grew her business with 434% from R 429 828 to R 2 298 312 million. Congratulations to Potego winning the Extraordinary Growth Reward for 2022/23 growing her business with R 1,8 million in only one year.

As a fulltime worker, coming home late from work, she is to marketing her business on Facebook after hours, registering new consultants, assisting with orders and training but that has all been worthwhile because her income is growing day by day. In only 10 months she has 236 consultants in her team.

**2nd**  
Place

**NONKULULEKO PHASHA**  
from Polokwane



**2022/2023**  
R1 008 364

**2021/2022**  
R1 408

**Rand Value  
Growth**  
R1 006 957

**Annique  
Rooibos  
Voucher  
Value  
R 20 000**

Nonkululeko was third in Category 2 of the Business Builder recruiting 76 new Level 1 consultants and they achieved sales of R 217 866. She is a lady with a plan and believes strongly that the Annique Rooibos ABC Success Plan gives you fantastic earnings. After understanding the business opportunity, it was easy for her to market that to potential new consultant. In 2022/23 she grew her business with over R 1 million.

**3rd**  
Place

**PETRU PIENAAR**  
from Boksburg



**2022/2023**  
R1 946 612

**2021/2022**  
R1 132 808

**Rand Value  
Growth**  
R813 804

**Annique  
Rooibos  
Voucher  
Value  
R 15 000**

This lady does it all. She is a full-time mom who home schools her kids, runs and grows a successful business, and makes time to enjoy exciting hobbies. Petru believes that life offers great opportunities, adding that the Annique Rooibos opportunity fits in perfectly with her lifestyle, her aspirations, and her family life and dreams.

She believes that whatever you want, earn it, that time is a resource, and that happiness is not an emotion.

Petru was the winner of a previous Local is Lekker and she was under the Top 5 achievers of the competition twice.



# EXTRAORDINARY GROWTH

1 July 2022 to 30 June 2023

Weighting average: 90% Downline Sales. 10% Sales Growth percentage. Minimum of 10% growth. 70/30 rule applies. Excludes Top 20 Downline Sales winners. Less than R200 000 growth in Downline Sales compared to previous year.

## CATEGORY 2:

**1st**  
Place

**SOPHIA COETZEE**  
Tsumeb in Namibia



**2022/2023**  
R1 467 155

**2021/2022**  
R1 279 841

**Rand Value Growth**  
R187 314

**Annique Rooibos Voucher Value R 10 000**

Tsumeb is in the northern parts of Namibia, the closest town to the Etosha National Park with a population of only 15 000. With personal sales of between R 50 and R 75 000 a month this lady is building a strong team in a region with such a low population. She is also known for her going from business to business with her basket of Annique products. People know her for doing that and are eager to buy from her.

**2nd**  
Place

**ELLA JANSEN VAN VUUREN**  
from Pretoria



**2022/2023**  
R446 073

**2021/2022**  
R262 612

**Rand Value Growth**  
R183 462

**Annique Rooibos Voucher Value R 8 000**

Ella was also runner up in Category 2 of the Business Builder Reward. She recruited 69 new Level 1 consultants, and they had sales of R 249 872. She still finds time to work her Annique Rooibos business with a plan and systems through advertising on Facebook even though she is a mom of two and works full time. Her focus is to build a strong team and her dream.... To manage her Annique Rooibos business fulltime so that she can be with her children when they need her.

**3rd**  
Place

**NARINA MC KEEVER**  
from Brakpan



**2022/2023**  
R511 825

**2021/2022**  
R336 145

**Rand Value Growth**  
R175 680

**Annique Rooibos Voucher Value R 6 000**

Narina works fulltime and in her work, she is not always experiencing the positive and nice things in life. She got involved in the business in 2019 and the past year she mainly focussed on recruiting and hosting Pamper Parties. With her sponsor, Wilma Liebenberg, they have a calendar of Pamper Parties and that enables them to promote the dates to their customers at a Pamper Party. Narina believes that Pamper Parties help you in building up a strong customer and consultant base.

