

The journey of a

We would like to share your role, as an Annique Rooibos Sponsor; in the journey of your new Consultant

We let you in on all the trade secrets from mentoring your consultants, communication avenues, best practices and tips on what works best for some of our Leaders. We will also share with you how to get your new Consultants to place their first orders and how you can assist them in placing repeat orders. This is our ultimate cheat sheet!

1st INTERACTION – Introduce yourself



1

Tell your own story

- I have used the products for X years and have had my own business for Y Years.
- I have just started my business and just love all of it.
- I was a customer, but needed an extra income. Since I enjoy the products so much, I decided to sell it. I love the fact that it is a South African business, etc.
- Explain the benefits you get (financial benefits as well as products), but keep it short.

Introduce Annique Rooibos Products

- We have something for everybody in the family
- Since 1971
- South African, i.e. local business
- The products
 - Skin Care for all skin types, anti-ageing, treatment products, etc.
 - Health supplements
 - Herbal teas to assist you with keeping your health in perfect condition
 - Body care products

2



Convenience

- Order online
- Delivery to your doorstep or a PEP Store / PostNet near you
- No minimum order value (order what you want)
- Monthly offers in our Beautè campaign booklet
- Work at your own speed and on your own time

3



Financial benefits include:

- Starter Packs at up to 65% discount
- Buy your products at an immediate 20% off-invoice discount
- Start selling to friends, family and new customers and earn more according to a Personal Sales Sliding Scale.
- Start building a business (a network of Consultants) to earn on your team's sales.
- Fast Start programme in your first 7 months, with free gifts and Fast Start Rewards
- Rewards & Recognition incentive programme including local and overseas holidays
- Opportunity to purchase a BUY ME TO TRY ME product every month at a discounted rate.

4



NEW Consultant

2nd INTERACTION – Get started



1

How to register a new member:

- Complete the registration form
- Edit referral status to "Activate"
- New members receive member number and password
- New member login and complete profile
- Save changes to the profile
- The Consultant/member is ready to place the first order and access the Academy.

How to update a member's profile

- Update profile under the My Account tab on the store
- Complete personal details on the Personal Info tab and save once done
- Complete addresses on the Addresses tab

2



How to place your first order – Starter Pack

- Step 1:** Log in: Go to www.annique.com
- Step 2:** Go to the SHOP now tab
- Step 3:** Select and add to the cart
- Step 4:** Once you are finished shopping, click on "Go to cart" to view the order
- Step 5:** Checkout
- Step 6:** After you clicked on Checkout, don't forget to select your Buy Me To Try Me product
- Step 7:** Choose delivery option
- Step 8:** Confirm order
- Step 9:** Payment

Note,
the store
training manual is
loaded onto the
Academy for
any further
information.



3

How to take orders from your customers

- Customer chooses products
- Customer pays the Consultant
- Consultant orders online
- Consultant pays
- Consultant receives order
- Consultant delivers to Customer either in person or per courier

4



3rd INTERACTION - Get active



Homework for a new consultant

- Show and discuss the **Core Catalogue**. Set up an online meeting if you cannot do it in person.
- Join the team's **WhatsApp Groups**.
- Join the **Annique Rooibos Facebook and Instagram page**.
- Update your profile with a **business card**.
- **Status updates** with advertisements. Assist your new consultant with the product WhatsApp slides that Home Office sends out regularly.
- **Project 10 x 10**. Help them to make a list of 10 contacts to inform of their new status as an Annique Consultant
- **Plan Activities** – Pamper Party, Mini Pamper & Foot Party, Hand Pamper, Tea Party, Tea Display, Resque demonstration, Exhibitions and more.
- **Read the Business Guide / Core Catalogue**
- Sign up for courses on the **Academy**: product knowledge and business.
- Attend **training sessions** hosted by you, their Sponsor, the Sponsor of the whole team or Annique Rooibos Home Office.

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4th Interaction - Become business savvy

Administration of your business

Money matters and storing information

- Keep track of your expenses – an example of an expense sheet can be found in the Success Guide.
- Keep cash received, in a separate purse/envelope. Open a separate bank account for your Annique Rooibos income and expenses
- Avoid giving products to customers on credit
- Have a filing system on your phone. This must enable you to find information quickly to send to your customers or team members.

ABC Success Plan

Discuss and explain the following:

- **Personal Sales:** Personal Sales Sliding Scale with additional discount potential earnings
- **How to earn:** What to sell to earn a target income. For example: Show them their profit if they sell Resque Crème to ten people.
- **Who to market to?** Friends, family, colleagues, sport clubs, church, stokvel.
- **Look for Customers:**
 - with dry skin (Lucid), people worrying about ageing (Forever Young), people with acne (Face Facts),
 - people wanting to lose weight (slimming products), and people with health challenges (Forever Healthy).
- **Activities:** why it is essential, especially hosting a Pamper Party where you will immediately get recurrent customers
- **Household needs:** By selling enough to friends and family, the profit of these sales can pay for your own household products

Fast Start month 1-7

- Free gifts with every order for Month 1 - 4, above R500.
- Months 5-7: Receiving Fast Start rewards to the value of R800, R1 600 or R2 300 to choose your Annique Rooibos products
- Start building a team and reach a Title and bigger income according to the ABC Plan.
- Bright Star Reward of R550 when you reach a Two-Star in your first three months.
- Bright Star Reward of R1 100 when you reach a Three-Star in your first three months.
- Become a Four-Star or Manager anytime in your career, and increase your Rewards and income. Display the earning potential visually (see information on the Annique Academy)

How to recruit

Share your recipe for building bigger networks as well as tips from other successful leaders.

Read more on the journey of a new consultant in our December 2023 Replique.