

BLACK FRIDAY

Black Friday creates the perfect opportunity to make great sales. Everybody knows there will be awesome offers that are value for money, and you can jump on the bandwagon to make the most of this yearly sales extravaganza. Here are our tips to get ready for Black Friday – and survive the number of orders you'll get!

Black Friday Positives

It is the perfect opportunity to get new customers to try Annique Rooibos products and potentially gain them as **new customers** for life! You can make **extra money** for your December holiday. People save money to spend during the Black Friday madness – and this could mean extra sales for your business.

READY

Get your cash flow in place before November – this way, you can invest money by buying special offers that you can offer to your customers.

Communication is key! Let your customers know about all the Black Friday offers, and encourage them to support your local business during the Black Friday period. We have even created a GIF you can send to your customers! GIF's will be communicated beforehand.

Train your consultants on how to get involved. You can create a special Black Friday WhatsApp group with tips, tricks and special offers.

Remember! Focus on the **offers in the Beautè** too and combine them with the Black Friday offers for deals your customers won't want to miss.

SET

Goals always have a purpose.

- Decide what you want your income to be and work towards it daily.
- Remember! In December, Annique Rooibos will pay your additional discount into your account for your November sales. #Bonus!
- Make sure you read all communication from Home Office via A-News.
- Keep in contact with your sponsor.

GO!

Invite your customers to support your local business during the Black Friday period:

- Follow-up with special offers and products you know they use and love.
- Organise your deliveries and orders and get help packing your parcels.
- Remember to thank your customers with a GIF for their order and for supporting your local business.

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Communicate without chaos

- Get permission from your customers to spam them with offers during November – if they know what's coming, they can mute the group and set their WhatsApp settings not to save all images to their gallery.
- Decide if you want to create a WhatsApp group and let your customers know the group's name and that you will be the only person posting. If they understand HOW and HOW FREQUENTLY they will receive the messages, they will be more inclined not to leave the group immediately after you have added them.
- Inform your customers that you won't have deliveries during the Black Friday period but only after the sales period.
- Do not rely on your WhatsApp group only. 80% of Black Friday sales come from follow-up communication, so send a personal message to customers with the offers you know will interest them the most.

To do

Black Friday is officially live in the last two weeks of November. Use our tips and watch the Black Friday Training videos on the Annique Academy.

Use Black Friday as a marketing tool to create awareness about the products and their benefits. Host a Black Friday-themed Pamper Party. By doing this, you can gain new customers and have an audience to market your products to.

Buy some of the special offers for yourself to use at Pamper Parties. Customers can try the products; if they like them, they will buy them!

Recruitment tips in Black Friday month

Make sure you do not appoint a new consultant just for the Black Friday discount of 20% – it can harm your business. Statistics show that most of those recruits get deactivated in May (six months later). Instead, keep people who regularly order from you as customers and only let people join if they really want to start their own business or side hustle.



We all know it is the biggest shopping day of the year, but many don't make time for it in their Annique business, either because they don't have time or it seems too daunting. Fret no more! We've asked two Annique Consultants how they make the best of Black Friday in their businesses and they're giving you the inside scoop.

BLACK FRIDAY TIPS

CORNÉ WIID



"I send my customers WhatsApps advertising the Black Friday specials. I make sure to mention that although they are valued customers, the specials are all subject to availability and might be sold out. This gives me the opportunity to put other products, which I might have left from other campaigns, on special as well. You can do this online too. Although you might have to save up some money to order in advance, it takes all the stress out of Black Friday and I create excitement with my customers on my terms and time.

"I urge my smaller Consultants to tell their customers about Black Friday in advance. If a customer wants a Black Friday special, but it is already sold out, we offer them a 'consolation prize' consisting of a hand pamper or a home facial. Sometimes we also offer combo specials; anything so the customer can still feel special.

"I tell my team to see Black Friday only as an opportunity to get customers to buy products that they have not used before. So, buy some for yourself to use as samples to give out. These specials are a bonus and should be seen that way. Because there are so many specials, there is no way you can focus on all of them. We try and focus on a few of the specials, putting specific emphasis on the product benefits as well as the special price and discount. This way, even if the customer does not get the special, she might buy it next time it is on promotion in a campaign, because she is aware of the benefits the product offers."


Corné's personal sales are on average R180 000 in a November

CORNÉ'S TIPS FOR BLACK FRIDAY:



Invest money by ordering special offers and then offer it to your customers



Remember, Annique pays your November sales in December and your additional discount is a welcome Christmas bonus



Use Black Friday as a marketing tool. Create awareness about products and their benefits



Sell the product benefits, not the price

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"I make sure that I have enough credit available on my credit card and then I start creating excitement in advance and remind customers and Consultants of this wonderful opportunity.

I never decide on behalf of customers or my Consultants if they are going to buy or not. I offer them the opportunity to make that choice themselves by sending all the specials through. I try to plan as much as I can; I print invoices before stock arrives and then pack as soon as it arrives.

Planning is the key.

I have two WhatsApp groups for Black Friday: one for my customers and another for my Consultants.

I always ask permission with the POPI Act, I will ask permission before sending through all the specials. I will then send out messages before the special date to make sure I know how many units of each product I need to order."

ELSIE'S TOP TIP

Give customers and Consultants a short list of product advantages. If they see that the products meet a specific need, it creates urgency to purchase the products.


Elsie's personal sales are R120 000 on average in a November



Petro Venter

- **“Create** a broadcast or WhatsApp group and ask customers if they would like to join the group and receive specials
- Warn customers to **order as soon as possible**. It is Black Friday month and stock could sell out quicker than usual, so they need to act quickly
- **Create excitement** throughout the month and give your customers enough reason to buy the products, like showcasing the benefits and testimonials
- **Host a competition for customers:** Every order above a certain amount will be entered into a

draw at the end of Black Friday

- **Give a deadline** for orders and remind customers a few hours before the deadline
- Stay in a WiFi zone
- Save money to **buy lots of data**, because you are going to need it
- Do not go on holiday
- If you have extra cash, **buy extra stock**
- Sponsors can help consultants with smaller orders. Consultants who live close to one another can help each other with one day specials by combining their orders – the one time on the one membership number the next time on one of the other consultant's membership numbers. In this way they save on courier costs
- Keep your WhatsApp status and Facebook stories alive and active”

Annemarie Cronje

- **“Host a slimming club** – there are always slimming specials and, in this way, you know your club will order from you
- **Host a fun activity** on social media like a Bingo game so that it is fun for customers too
- Do not only focus on sales; focus on the FUN part of the month as well
- Ask customers' **permission** to spam them in November so that they don't miss out on specials
- Ensure you have enough credit on your credit card or use the down payment option on the Annique Store – **Payflex**
- Study the specials carefully so that you do not miss out on any of them
- Send **personal testimonials** with the specials
- Order timeously before you are disappointed by stock availability”



Michelle Lettau:

- “Some customers prefer to receive messages once a month. Contact those customers beforehand and tell them that Black Friday is coming up in November, and that you don't want her to miss out. **Ask if you can make her part of your Black Friday communication**
- Decide beforehand if you will communicate via Broadcast or a no chat WhatsApp group and inform your customers HOW they will receive messages. If you decide on a 'no chat group', inform your customers what the group name will be, for example 'Annique BF 2024'. Ask her to pin, mute and set the media not to save in her gallery as she will receive frequent communication from you. If you decide on a broadcast for communication, make sure that she has saved you as a contact on her phone, otherwise she will not receive your messages
- Inform your customers that you will do no deliveries during the Black Friday period set out by Annique in November, and that you will do all deliveries/courier deliveries after the Black Friday sales period
- **Black Friday Cash Flow** payment measures/suggestions: Apply for extended credit on your credit card in advance to be able to assist your customers as best possible Make use and familiarise yourself with the PayFlex payment option provided by Annique at check-out on the Annique Store **Set cash aside** in a separate account every month, so that you have sufficient funds available at the end of October
If your cash flow is limited, ask your customers to pay for the products every time they order a special from you
- **Keep good record** of orders and payments received
- Make sure that you have enough data available during this period or are near the free WiFi data areas in your town
- Creating awareness before the time is most certainly very helpful, as customers may feel that you are going to spam them”



BLACK

FRIDAY

TIPS



**Belinda
Fourie**

"I send the following letter to my clients:

Dear Susan,

Black Friday orders arrangements

Herewith the arrangements regarding placing your Black Friday orders.

- Please place your order/s as soon as I send out the specials to you.
- I will then place your orders as early as possible to make sure I get everything.
- Once I have ordered, it is confirmed that your stock is ordered. I will then send you your invoice for the products ordered.
- Can you please pay every invoice as soon as you receive it. Black Friday at Annique is HUGE and I want to make sure I have continuous cash flow to order all your products.
- I will compile all your orders during Black Friday and start with deliveries from the 1st of December.
- If you want your order urgently, I will gladly courier it to you."

"I also send the following communication to consultants:

- Start your normal month-end follow-up of the November Beautè specials BEFORE Black Friday starts. Once Black Friday starts, we are all going to be extremely busy with LOTS and LOTS of Black Friday specials.
- If you don't have enough Black Friday orders to cover your courier costs, sell the November Beautè specials.
- **FACT:** Customers might miss their products between all the specials! Follow-up is therefore extremely important.
- 80% of Black Friday orders come from follow-up. Make sure you follow-up with every single customer, by sending a personal message to get their Black Friday orders. It's a lot of work, but the income makes it so worth it."



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TIPS

- "Create a WhatsApp Group with all your customers, friends, family and colleagues.
- Block group for chats – only you as Admin can post.
 - Have a message ready to post immediately once the group is open so that people understand it's from you and what the group is all about – BEFORE people leave the group!
- Don't add people bit by bit, otherwise they will leave the group as you add people. Select everybody at once when you create your group and post your prepared message immediately.
- Make order and payment arrangements with your customers BEFORE Black Friday starts.
- Get your cash flow in place BEFORE November or arrange with your clients to pay upfront when they place their orders.
- Arrange delivery AFTER Black Friday. This will give her an open basket to order until the end and keep you focussed on selling Black Friday specials."