

# IMPORTANT: MARKET YOURSELF!

You are your own very best ad. Start marketing yourself as a representative of the Aloe Ferox products.

- Who will your clients be? Identify your potential clients.
- Determine the needs of your potential clients.
- It is important to have your own specific motto:  
Example: These products are of the highest quality!  
Example: The products are extremely affordable!  
Example: The products do exactly what it says!
- Practice your sentences in front of the mirror and improve your product knowledge.
- If you are computer literate, it can only be to your advantage.
- Be friendly and of help wherever you can.
- Always keep your finger on the pulse of your business, e.g. know exactly how many of a product you have on the shelf.



**Remember:** It is necessary to market yourself to make a success of your Aloe Ferox business.

- In this way your general knowledge of business, product knowledge and skills, simply become a great advantage and an asset to you.
- Your skills, experience and knowledge can only increase and expand for your own benefit.

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# ANALYSE AND KNOW YOUR CLIENTS

- Analyse and constantly determine the needs of your prospective and regular clients.
- Do not sell products to your clients that they do not need. This will cause them to lose confidence in you.
- Study their appearance – hair, skin, hands, feet – and preferences.
- Be **attentive** and listen **carefully**.
- Constantly look where you can be of help.
- Encourage your clients to talk about themselves and their needs.
- This is not the time to talk about your problems.
- Give general remarks on common problems where applicable, such as:  
So many people nowadays complain about tired feet (*SWEET FEET*).  
It is so important to strengthen one's immune system (*ALOE FEROX JUICE*, *WINTER FIGHTER*, *BODY BASICS*).  
Eczema is much more common these days, especially among children (*WHOLE-LEAF ALOE GEL*, *X-BALM*, *BABY BALM*).



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# HELP! HOW AND WHERE DO I START?

Even if you feel you do not know much yet, you still know more about the aloe products than your client. **Be attentive**, that is your greatest asset.

- Constantly check to see if you can find a product to recommend.
- Listen attentively to what your customer is telling you, you may need the information later.

Just chat casually and make comments where applicable, such as:

- *JOINT SUPPORT* brought so much pain relief to my husband's knee.
- *HEEL BALM* makes rough heels pretty smooth even during the summer.
- I never imagined that the *BITTER CRYSTALS* could be so effective for animals. Even farmers can use aloe bitters for their livestock and game.
- Most of the time, teenagers struggle with pimples and their hormones. *RADICAL IMAGE* capsules are excellent for skin problems.
- *MUSCLE GEL* not only helps for that hurting shoulder, one can also use it for headaches and coughing.
- A mixture of *SWEET FEET* and *MUSCLE GEL* brings so much relief for sore legs and feet.



The **right** observation and the **right** recommendation at the **right** time, give excellent results.

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## Join our Zoom meetings



Contact [marketing@af.co.za](mailto:marketing@af.co.za) / t: 028 735 8100

Follow us on Facebook

<https://web.facebook.com/af.co.za>

## Testimonies on [www.aalwyn.co.za](http://www.aalwyn.co.za)

BURN WOUNDS TESTIMONY #12 01/08/2019

**Before** **After**

**ENGLISH**  
 Hanlie Vermeulen (suster at Klipheuwel clinic) tells of a little girl who recently came to seek help for the serious burns on her hands, after she burned with boiling water. Hanlie applied **SUPER ALDE GEL** on the severe blisters and sent the girl home with the rest of the tube. Hanlie didn't want to break the blisters because she was afraid that infection might set in. The blisters broke after 3 days; however, the girl has kept on applying **SUPER ALDE GEL** consistently. Hanlie saw the little girl again after 2 weeks with beautiful new pink skin on her hand and no sign of infection. Her hands recovered beautifully and after 4 weeks the wounds were completely healed.

**AFRIKAANS**  
 Hanlie Vermeulen (suster by die Klipheuwelklinik) vertel van 'n dogtertjie wat onlangs kom hulp soek het vir die ernstige brandwonde op haar hande nadat sy met kookwater verbrand het. Hanlie het **SUPER ALDE GEL** aan die erge blase gesmeer en die res van die buis saamgegee huis toe. Hanlie wou nie die blase stukkend maak nie omdat sy bang was vir infeksie. Die blase het na 3 dae self stukkend gegaan, maar die dogtertjie het pilsgetrou **SUPER ALDE GEL** bly aansmeer. Hanlie het die dogtertjie weer na 2 weke gesien met pragtige nuwe pienk vel en geen teken van infeksie nie. Haar handjies het pragtig herstel en na 4 weke was die wonde heeltemal genees.

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## Product knowledge



**ALOE FEROX JUICE**  
Immunity  
Energy



**FABULOUS FIBRE BITTER**  
Laxative  
Detox

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# ALOE FEROX'S WHATSAPP GROUP KEEPS YOU UP TO DATE!



- Join Aloe Ferox's WA group today. Send your WhatsApp cell number to [marketing@af.co.za](mailto:marketing@af.co.za) to stay up to date with all the latest news and special offers (this is not a chat club, only Aloe Ferox forwards messages).
- Zoom topics are sent out weekly.
- Now set up your own WhatsApp group for your clients.
- It saves a lot of time because you can forward the specials of the month to all your clients.
- There can be in-between special offers.
- With the touch of a button, you can keep your clients informed of every special offer and important news.
- Your clients can read your messages or ads in their own time – or simply delete the message if they wish to.
- Phone calls are often at an inconvenient time.
- The ads are short and powerful, never untimely as everyone can respond to it at their own convenient time.



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# CUSTOM-MADE ADS

Apply for free custom-made WhatsApp, Facebook or printed material/ads at [design.it@af.co.za](mailto:design.it@af.co.za)

Michelle Evans 079 469 7214

### Aloe-based Skincare and Health Supplements

The *Aloe Ferox* product range includes:

- Body & Facial Care
- Baby products
- Health supplements
- Sun protection
- Pet Care
- Toiletries

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Michelle Evans 079 469 7214

### BITTER CRYSTALS/POWDER

Bowel Movement and Detoxification Supplement

- Worms, fleas and ticks unfriendly.
- Cats and small dogs - pinch-size sized crystal once a day for seven days (evenings). Cycle can be repeated once per month. Double the dose for large dogs.
- The normal dose can be given 2 times per day for relief of tick bite fever symptoms and twice per day for suspected poisoning.
- Bitter powder has a beneficial effect against parasites. Add to livestock toys. Dissolve crystals or powder in natural alcohol and apply generously to affected multiplex areas on face.

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Michelle Evans 079 469 7214

### BITTER BALM

Body and Facial Cream  
Skin Complaints accompanied by Dry Skin

**SPECIALISED INGREDIENTS**

- Combat bacteria, viruses and parasites
- Care for inflammation
- Analgesic, characteristic and soothe skin.
- Support skin detoxification.
- Moisturise skin
- Promote absorption of active ingredients
- Positive feedback: Psoriasis relief.

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### Detox Weight Loss Constipation

**FABULOUS FIBRE BITTER**  
Bowel Movement and Detoxification Supplement

Ingredients include:  
Aloe Vera Juice & Aloe Vera Tablets

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### SKIN CARE RANGE PROBLEM SKIN

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### ACNE TESTIMONY

John (20 years old) struggled with acne. His grandfather recommended that he try the Aloe-based products. He was greatly surprised at first but then when using the *Aloe Ferox* skin care, he was pleasantly surprised to see his skin clear up in just a week. No more blotches, dark spots, or scars. John now recommends Aloe Ferox to anyone struggling with acne.  
"I love Aloe Ferox - my new skin really boosted my self confidence."

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### GLYCERINE SOAP

Syringic Soap Bar

- Cleanses gently
- Beneficial effect on restoration of skin
- Soothes sensitive skin
- Contains no artificial colourants

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### 5 STEP SKIN CARE ROUTINE

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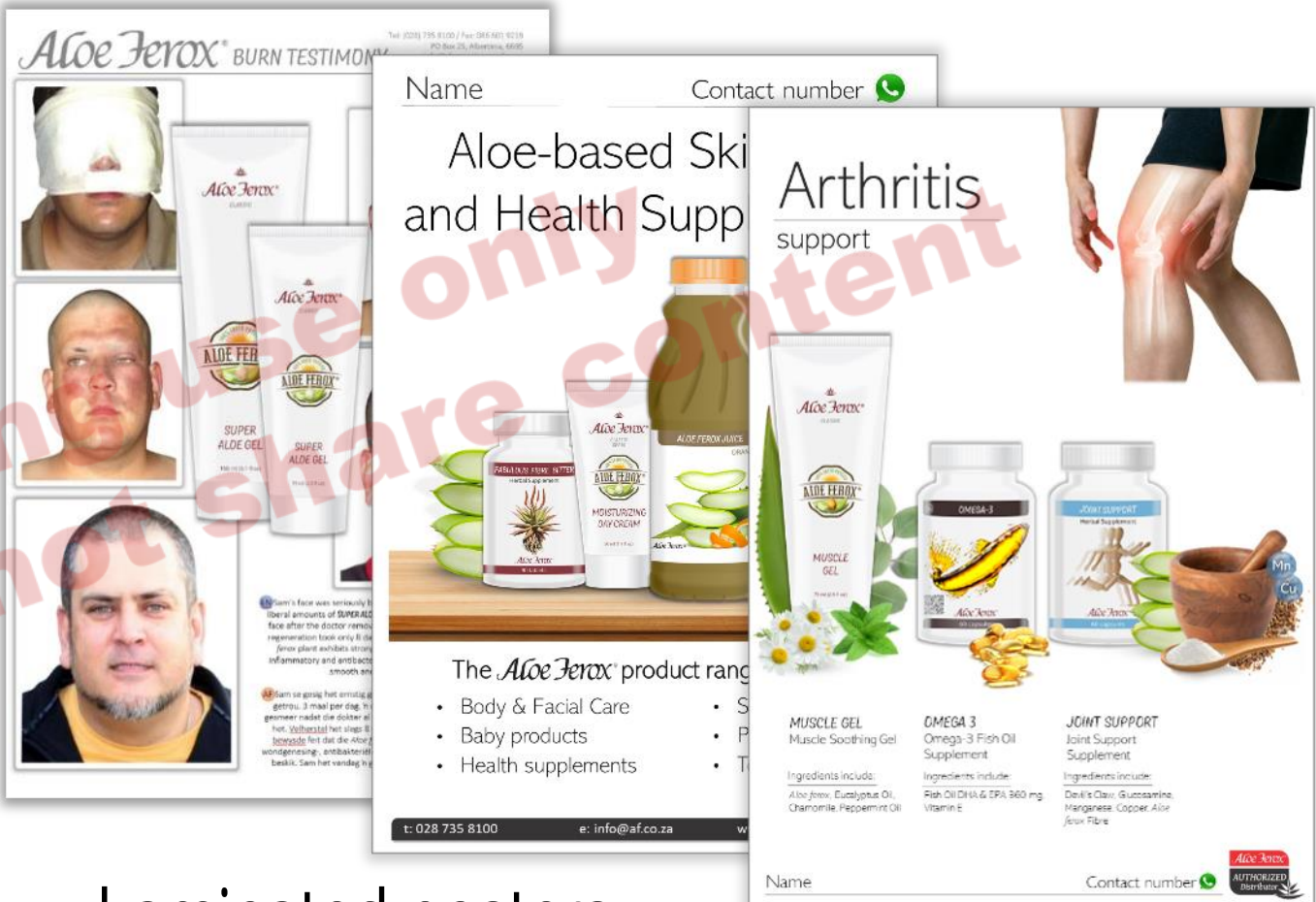
# MORE EXAMPLES OF ADS AVAILABLE




# Aloe Ferox®

**ALOE PRODUCTS AVAILABLE HERE**  
**AALWYNPRODUKTE HIER BESKIKBAAR**

**WEATHERPROOF BILLBOARD**  
40 x 60 cm



**Aloe Ferox® BURN TESTIMONY**

Name \_\_\_\_\_ Contact number 

**Aloe-based Skin and Health Support**

**Arthritis support**

The *Aloe Ferox*® product range

- Body & Facial Care
- Baby products
- Health supplements

MUSCLE GEL  
Muscle Soothing Gel

INGREDIENTS include:  
Aloe Ferox, Eucalyptus Oil, Chamomile, Peppermint Oil



OMEGA 3  
Omega-3 Fish Oil Supplement

INGREDIENTS include:  
Fish Oil DHA & EPA 360 mg, Vitamin E

JOINT SUPPORT  
Joint Support Supplement

INGREDIENTS include:  
Devil's Claw, Glucosamine, Manganese, Copper, Aloe Ferox Fibre

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Name \_\_\_\_\_ Contact number  

**Laminated posters**  
A4 & A3

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# USE YOUR CATALOGUE – IT IS OF INCREDIBLE VALUE!



- Don't put your catalogue in a drawer.
- People buy with their eyes.
- Put your contact details on the front and back page.
- Leave the catalogue + order form with your client for a day or three to page through in their own time.
- Rotate between clients.
- Place the catalogue + order forms in the staff lounge/ canteen to be viewed and browsed during tea breaks.
- Make sure you know the products, as clients will ask questions.
- Have a few sachets available for the person who wants to know more about a specific product.
- Know the combination of products which can be recommended/advertised together, e.g. immune boosters are *WINTER FIGHTER*, *BODY BASICS* and *ALOE FEROX JUICE*.

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*Aloe Ferox®*



# MORE OPTIONS TO CONSIDER!



- Place ads on your town's business group.
  - We design special ads free of charge, according to your marketing needs. Contact us at [design.it@af.co.za](mailto:design.it@af.co.za)
  - Give a talk at the old age home, tennis club or women's association.
  - Place relevant sachets in the staff lounge/canteen.
  - Hold exhibitions wherever you get an opportunity, e.g. farmers market, festival or stall.
  - Create FB ads and information for FB friends.
  - Also post your information on other people's FB page.
  - Before & after photo's are always a winner. Remember, you can win R500 for a good quality before & after photo.
  - Testimonies always attract attention.
  - Organise a demonstration at someone's home/business.
- Marianne and Esmé (on the photo) while hosting an extremely successful dem on 16 June 2021 (40 ladies attended).**

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# THE ECONOMY IS NOT GOOD, BUT...

- People still buy shampoo at the supermarket, but remember, you sell an excellent range of hair shampoos as well as products for hair and scalp problems.
- What about a product for rheumatism and pain? *MUSCLE GEL* is your answer.
- Knock out winter colds and flu fast with Aloe Ferox's buffered *VITAMIN C+* and *WINTER FIGHTER*.
- Young and old use immune boosters nowadays: *ALOE FEROX JUICE*, *BODY BASICS* and *WINTER FIGHTER*.
- Ladies will always need a face or hand cream. Aloe Ferox's *HAND CREAM* is affordable and extremely effective.
- Nothing can compare with *SUPER ALOE GEL*. Market and recommend it for all kinds of sores, wounds, scratches and skin problems. Hand out a *SUPER ALOE GEL* sachet.
- Highlight *SUPER ALOE GEL* as part of your daily skincare routine.
- Most people have pets: *SHAMPET*, *RESIST-A-BUG* and *BITTER CRYSTALS*.
- Aloe Ferox has many affordable gifts for birthdays or Christmas: *HAND CREAM*, *SHOWER GEL* or *GLYCERINE SOAP*.
- What about those annoying spots on the face? *SPOTLESS*, Flawless.



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# SUCCESSFUL MARKETING – WHAT NOT TO DO!

- A shelf **cannot** talk or advertise.
- Products only displayed on a shelf sell poorly or not at all.
- Storing products in a cupboard is not ideal. Choose a suitable spot where the products can be seen by all.
- When selling at a market or stall, remember: If you sit and read, everyone will walk past you.
- Wake up and hand out brochures, let people feel the *HAND CREAM* or give a suitable sachet.
- A beautiful exhibition is not enough. The success lies in your actions.
- Market actively, be interested in everyone who visits your stall.
- “Have a look so long” is not part of successful marketing. Be attentive, be interested, be available, or prospective clients will leave quickly.
- Don’t do all the talking, also listen to what your clients say and ask.
- Provide advice and information according to the needs of each situation.



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# WHOLESOME INGREDIENTS IN THE *ALOE FEROX* PLANT

You have to know and market the medicinal properties of the *Aloe ferox* plant. *Aloe ferox* is one of those plants that has the greatest variety of healing properties and health benefits. During analysis, more than 130 beneficial ingredients were found in one leaf. Read more in your *PRODUCT MANUAL*, p 4-6.

- Contains 34 amino acids: the building blocks of the body and vital for growth and repair.

## More wholesome benefits of the aloe

- Helps lower cholesterol levels.
- Lowers blood sugar levels in diabetics.
- Helps protect against cancer and certain forms of radiation.
- Anti-inflammatory activity.
- Effective against allergies and allergic reactions.
- Antibacterial, fungicidal, antiviral and anti-parasitic activity.
- Provides essential nutrients and builds up new and old body cells.
- Boosts immunity, provides energy ... and much more!



You are an Aloe Ferox distributor. Remember when you market: each product contains these beneficial ingredients found in the *Aloe ferox* plant.

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