

PRODUCT PROMOTER

THIS IN-STORE PROMOTER demonstrates moisturising creams at supermarkets around the country and massages clients

I TOOK her a while to achieve her goal but Martina Boroko (52) is finally doing what she loves best – interacting with and helping people.

She gets to do both as an in-store product promoter of moisturising creams and this is a far cry from her previous job as a factory worker, which she found very repetitive.

Now Martina works six days a week in shops in Joburg, Pretoria and other towns in Gauteng where she demonstrates the uses of Sister Jenny's Jen-Til creams.

She also offers potential customers a five-minute massage while she explains the benefits of the products.

Although she works mostly on commission, she feels motivated to work hard and is very persuasive.

"I believe in the products and that makes it easy for me to talk about them. I also love interacting with people from all walks of life – from young to old, and from housewives to executives for big companies," she says.

Martina sets out a chair next to the stand displaying her products and approaches customers in the supermarket, inviting them for a free massage so they can feel the effect of the product on their muscles.

"After they've had a massage, I encourage them to buy the product, which they pay for either at the till or through the medical aid at the pharmacy in the store," she explains.

She's also involved in the Sister Jenny's Be Jen-Til Heal the Nation Campaign where she teaches participants to use

their hands "to heal, not hurt" in an effort to reduce violence and abuse in South Africa.

This is part of a workshop given to people at the department of health, old age homes and children's homes, schools and at corporate events.

"Watching children massage each other and seeing their joy at experiencing a safe, loving touch is very satisfying," she adds.

Her work takes her to other parts of the country and she often gets to travel to KwaZulu-Natal, Port Elizabeth, Cape Town and Bloemfontein.

"I'm glad that every day I do something I love and get to help people at the same time," says Martina. □



MARTINA DE KOCK

MAKING THE MOST OF MY NATURAL TALENT

HOW I BECAME A PRODUCT PROMOTER

I matriculated from Hebron Training College in Erasmus (Pretoria) in 1976. I had to find a job after finishing school and ended up working in a factory in Rosslyn, Pretoria, where I made motor vehicle carpets for many years. In 2002 I got the chance to do a one-day course to learn the Jen-Til touch technique and basic sales training with the product manufacturers in Pretoria and I have been a promoter ever since.

HIGHLIGHTS

Meeting Albertina Sisulu. I also enjoy meeting prominent doctors and people involved in the health industry at workshops and teaching them to do what I do. Travelling around the country is also a bonus.

BIGGEST CHALLENGES

Convincing sceptical people who have never heard of our products of their benefits.

PITFALLS

You have to spend a lot of time on your feet plus the travelling means you are away from your family a lot. You also have to work hard to reach your targets so that you get your incentive bonus and commission.

Best part of the job?

When people express their joy and satisfaction with the product and I can see that they'll benefit from using it.

What I wear?

I need to be comfortable and presentable, so I wear a black skirt or trousers with a white shirt.

How I destress

I love going to the beach and watching TV wherever I stay – it helps me relax when I travel.

Irritations

When people don't give me a chance to talk to them. I know I can help them and I'm frustrated when I see people in pain who won't let me help them.

CAREER FACTS

QUALITIES NEEDED

You need to be a people person, confident, persuasive, patient, have a positive attitude and good communication skills.

QUALIFICATIONS

English is a useful matric subject. Through Unisa you can do a two-module (R800 per module) NQF5 level certificate called Introduction to Sales and Marketing which you can complete over six months. Rosebank College offers a 15-week sales and marketing certificate course (about R6 200). Intec College offers an 18-month distance learning sales and marketing certificate (about R7 300). You can do a one-day Jen-Til Touch promoter training course to learn about the products, pain and stress-relieving techniques and a basic sales training course (R300) and a full-day Jen-Til Touch massage technique course (R500). You will be required to pass a practical test and oral assessment.

CAREER PROSPECTS

You can become an independent contractor, join any sales team or branch out into marketing.

SALARY

You can earn between R2 000 and R6 000 per month, depending on the number of units you sell and if you reach your target. If you have a massage qualification as well you can also work from home by charging up to R80 per massage.

MORE INFO

Call Unisa's contact centre on 0861-670-411; Rosebank College on 011-403-2437 (Joburg), 012-320-7270 (Pretoria), 031-301-5212 (Durban) or log onto www.rosebankcollege.co.za; Intec College on 011-712-2555 (Joburg), 021-426-0626 (Cape Town) and 031-374-9700 (Durban).

MARTINA ANSWERS A FEW QUESTIONS

What's your favourite meal?

Believe it or not, it's bread and butter!

Who is your best friend?

My husband Joseph – he takes great care of me.

What is your favourite TV show?

I enjoy watching Muvhango. One can actually learn something from all the characters.

Would you order a magwinya or a bunny chow?

Magwinya, with nothing but a cup of tea to wash it down.

What is your favourite colour?

White. It is cool and reassuring in my job.

Flat shoes or high heels?

Definitely flat shoes. I need to be comfortable and wouldn't survive in high heels.

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