

Press release

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Customer proximity as a success factor

Fast, anonymous shopping on the Internet has long enjoyed great popularity. E-commerce brings in new peak sales year after year. With direct selling, a sales model also exists that relies neither on speed nor on anonymity and yet (or precisely because of this?) is successful. Direct selling companies that continue to sell successfully through a personal approach show that, especially in times of anonymous online trade, direct selling scores points with strengths such as customer proximity, personal advice and comprehensive service.

Personal advice as added value

The big advantage of direct selling is that customer and seller can interact directly with each other. In a world where fast, contactless buying on the Internet has become the norm, a rarity. The product presentation at the customer's home, for example at the still popular sales parties, makes possible detailed presentation of the products. The guests can test, ask questions and share experiences. The evening spent together in a relaxed atmosphere and the engaging contact with the salesperson make the presentation of the products a social event, where the focus is on fun and togetherness. If the guests feel comfortable and that they have received good advice, this creates a sense of community and trust in the brand.

The detergent manufacturer JEMAKO from Rhede in the Münster region is also a company that sells its high-quality product range through independent sales advisers. The advantage for customers: instead of having to fight their way through a jungle of cleaning products in retail stores or online, the sales adviser explains the products to them at home. And offers a bespoke solution for every cleaning problem. This is a major advantage which online shopping does not offer at all and conventional retail only offers to a very limited extent. This is the main reason why direct selling remains competitive in the long term alongside e-commerce and retail. "Through our sales advisers, we can advise our customers individually and in line with their needs in a way that would never be possible in conventional retail", explains Managing Director Gregor Kohlruss.

JEMAKO focuses on performance, humanity and responsibility

In 2019, over 932,000 sales advisers were working in direct selling throughout Germany. That is about 44,000 more than in the previous year (source: direktvertrieb.de) and more than three times as many people as were under contract with Volkswagen in Germany in 2017 (source: capital.de). An economically relevant distribution channel that creates jobs and offers good prospects for the self-employed. However, direct selling can only be successful if the needs of sales advisers and customers are met equally.

A challenge that JEMAKO has mastered for over 20 years. Thus, the independent sales advisers of the medium-sized company benefit, among other things, from flexible working hours, individual training and good earning opportunities. And there is something else that distinguishes JEMAKO from many other direct selling companies, the sales advisers are not obliged to purchase goods and there are no minimum purchase quantities. The same applies to

customers. People only buy what they really like. And should something not be to their liking, the usual right of cancellation naturally applies. Instead of speculating on short-term sales success, JEMAKO has been focusing on customer loyalty and building up a VIP customer base for 20 years. This enables the medium-sized company to impress both customers and sales advisers with its efficient and sustainable product range. A major factor because only if the sales advisers themselves are enthusiastic about the product can they pass this enthusiasm on to their customers.

Direct selling must also serve different distribution channels

One thing is clear: If the general conditions for sales advisers and customers are right, direct selling can fully exploit its strengths - customer proximity, personal advice and comprehensive service. The sales party is the ideal medium for this. However, sustainable direct selling must also serve other distribution channels and make use of digital opportunities. Personal advice expanded by using digital approaches such as an online shop, social media channels or cooperation with influencers. And at JEMAKO, it doesn't end with the "cleaning party" either. The company also offers numerous interfaces via its digital channels, which perfectly complement the personal service provided by sales advisers. Only if direct selling creates this bridge between personal contact and the use of digital channels will it remain sustainable and successful in the long term.

Responding flexibly during the crisis

As is so often the case, the strengths and weaknesses of a system become all the more apparent under pressure. The corona pandemic has thus also raised many questions for JEMAKO. How does the "cleaning party" work when there is a contact ban? How can further training of sales advisers be conducted if on-site training is not possible? The solution: within a very short time, JEMAKO has shifted product advice and sales as well as further training of its sales advisers to the digital channels. "Digital cleaning party" via messenger services and online instead of classroom training. By responding flexibly to the new challenges and consistently seeking new paths, the company has been able to maintain its core business, advice and general services, even during the crisis.

About JEMAKO

JEMAKO International GmbH is a leading company in direct sales of cleaning and care products with headquarters in Rhede. JEMAKO is currently represented in seven countries and has approximately 4,000 sales partners. Around 300 employees work in Rhede every day to ensure the premium quality of the product range. The portfolio includes cleaning and care products for the bathroom, windows, kitchen, living areas, floor, car and vehicles, as well as selected personal care products. The highest Made in Germany production standards, a sustainable use of resources and the use of high-quality ingredients contribute to the durability and efficiency of the products.

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