

Trading surgical tools for COSMETICS

From a theatre sister at Wilgeheuwel Hospital to a very successful sales executive ...

Very humbled by achieving so much already, Liz Fisher confesses that she often competes against herself to reach new heights. "I believe that success comes from strict discipline, hard work, a great team and good time management, coupled with an urging drive to succeed."

While this self-motivated 54-year-old Roodepoort was working as a nurse her career in the cosmetics industry took off ... "At first I wanted to ensure financial success so I started selling Avon while continuing with my day job at the hospital." The Avon bug bit Liz in 2003 where after she became a silver president club member and later climbed to gold status by selling over a R100 000 worth of goods. This feisty lady built up a band of women wanting to emulate her success by supplementing their income through selling Avon, and still maintain their day jobs.

"I knew many women who wanted to sell Avon or who were struggling financially so I saw the gap in the market and took the plunge in 2008."

With a team of 50 independent representatives, Liz waved her long-time profession of nursing goodbye and joined the Avon Sales Leadership Framework.

"I've come to know that nursing and what I do today share a few similarities. I have been involved with cosmetics since the 80s so the transition from nursing to Avon came naturally. Both require interaction and influencing people in a positive way. Nursing was an adrenaline rush in a high-pressure environment, whereas the success of my team is also an adrenaline rush for me but with less pressure," says the now Executive Unit Leader of Avon.

She currently has 156 independent representatives under her wing, all selling part-time while 12 sales leaders are following in her footsteps. Currently Liz's team is on track to sell way beyond expectations.

"I love what I do in terms of marketing and sales, and believe I'm very determined and patient. Being challenged constantly is also something I thrive on."

Despite working flexible hours, Liz clearly lives for what she

does. "I work five days a week and spend Saturday mornings with my team members who work during the week. I'm at the office at 6.30am every day to attend to mails and administration. I spend some days dealing with deliveries, signing on new representatives and meeting with current representatives, but besides working hard, my family is everything to me.

"I love spending quality time with my husband Wayne and two daughters Kimberley and Lisa. My youngest daughter is studying to become a chef and we often cook in Jamie Olivier style," says Liz.


"Other than enjoying family braais over the weekends, I enjoy gardening, reading Jeffery Deaver novels, relaxing in a warm bath with a glass of wine to unwind, and interior decorating. If I retired tomorrow I certainly would sign up for an interior decorating course. I think besides spending money on my family, I spend the most on our home! I also love painting." Despite her caring nature Liz admits that her weakness is coping with incompetence and negativity.

"It is essential for me to remain positive at all times and being confronted with negative people in the workplace can be a huge challenge. I continually motivate myself and my team to stay on top of our game.

"To me the best things in life are family and achieving what I have set out to do."

Bits of Liz

- One materialistic item I'd take with me to an island is ... a pack of cards.
- Sun City is one of her favourite local retreats.
- She's petrified of creepy crawlies.
- Grilled prawns are among her favourite dishes.
- Her best holiday was ... her first trip to Bali.
- She loves the colour green.
- A film she would watch over and over again is *Pretty Woman*.
- Her style is modern-casual.



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