



Personal success story with LR ALOE VIA, March 2018 **Interview with Sandra Bilo – LR Orga Leader**

Sandra Bilo from Heiligenhaus near Düsseldorf is Orga Leader at LR Health & Beauty and has a son of two and a half years. She has been working for LR for almost six years and with a lot of passion. In the interview, she tells us about how she manages to reconcile a family and a career in multi-level-marketing and which chances LR ALOE VIA has given her to push her business and extent her network.

What advantages do you see in multi-level marketing?

Sandra Bilo: I am completely free in organising my time and thus can reconcile my job at LR and my "job" as a mum very well. This flexibility is simply sensational. I can work when and where I want: When my son is in day care, for example, I can meet with customers or partners. Or in the evenings, when he is sleeping, I can easily give training via webinars or expand my network online.

How important are Aloe vera products for your business?

Sandra Bilo: They are very important! Whether in skin care cosmetics or as drinking gels - everyone has heard of Aloe vera. It is the moisture booster par excellence and the top product at LR. With Aloe vera, I can address everyone's needs, whether 20 or 80 years old - Aloe vera appeals to all target groups and is perfect for the whole family. This is really great for our business!

LR ALOE VIA was launched last summer. How do you like the new brand?

Sandra Bilo: It is excellent! The new design is contemporary, modern, stylish, looks great in any bathroom. There are clear structures, clear lines – whether for the body, the face, baby skin – and the special and men care lines are simply great. There's a system behind it. The skin is optimally moisturised. We always take LR ALOE VIA with us, even when travelling.

Does LR ALOE VIA help you to win new customers and build up sales structures?

Sandra Bilo: Yes, definitely. The clear structures of the new brand and the years of Aloe vera expertise of LR simply make it easier to proudly present the products and win new customers and new sales partners. There was also an LR ALOE VIA competition when the brand was launched. Since I come from competitive sports, these things motivate me all the more. I put a lot of effort into it and it was immediately rewarded.



There were four sales support packages for LR ALOE VIA. Have you used any of them?

Sandra Bilo: I love the white LR ALOE VIA Moments set, you can take it everywhere. I make many appointments offline and meet potential customers or partners in person. The set has a total of nine highlight products – perfect for presenting, demonstrating, testing or you can even leave it with the customer and pick it up later. Then people are usually so enthusiastic that they want the products. It comes with flyers, application aids, product documentation - perfect!

How do you use the brand and the sales aids in your daily business?

Sandra Bilo: I'm the type who's all about addressing the business opportunity. I want to show people how they can build up an additional source of income on the side and how they can really be financially independent. I'm fully convinced of that. And of course it's also about our products, because our products are sensational. And without them, the business would not work either. I show the products and we test them. I also always explain the three large segments which LR stands for: Beauty, health and care.

What do you like most about your activity?

Sandra Bilo: The personal contact! Being able to explain the incredible opportunity offered by the business – I just love that! To help people to reach their own goals. And I like sharing experiences with my team in particular: when we meet on- and offline, go on trips together, prepare seminars and organise trainings.

So you can recommend working as an LR sales partner?

Sandra Bilo: Absolutely! You need commitment, ambition and perseverance – that is clear! You have to have the will to achieve something in life and have goals – then you can become very, very successful with LR. I can warmly recommend the work to anyone who wants to be financially independent and work flexibly.