



How to Sell

NATURAL SOAPS

Africa Imports Category Ranking

Category Popularity

10

Repeat Sales Potential

10

Profitability

8

Top 3 Sellers

#1

Dudu-Osun Black Soap
M-S501



#2

Raw Shea Butter Soap
M-S455

#3

African Black Soap Paste
M-S492



Soap is the #2 Best-Selling category at Africa Imports. Natural skin care is becoming more popular every year. More people want to stay away from harsh chemicals and additives. Natural soaps sell quickly, and what's more, they create a strong customer loyalty. If people like your soap, you can bet they'll be back to buy more from you. It's not easy to find African soap anywhere else! **African soaps are good for anyone** too - unlike African clothing or artwork, ANYONE can enjoy natural soaps. They are excellent anti-acne treatments, they fight aging, and many people who suffer from eczema or psoriasis experience improved skin after making the switch to natural soaps. **Soaps are often the easiest investment** you can make in your business, and provide you with one of the fastest ways to get new customers and more sales.

Tried and True Methods for Selling Soap

- **Give a free bar of soap** to all the people on your list. It's a great way to introduce your business and get people loving your products! Almost everyone who tries African soaps comes back to get more later.
- Give away free samples of your soap! **Cut your soap bar** in slices and wrap one in some pretty tissue paper and give out as gifts - this is one of the most effective ways to sell more.
- **Use soaps as an incentive** to buy more! For example, "Spend \$50 and get one free bar of soap!" or "Buy two soaps get one free."
- **Display soaps** prominently in your store window or put a few soaps the checkout counter in your store. People like to add inexpensive things like this to their purchase at the last minute.
- **Use the soaps yourself** and document your skins improvement through Youtube or social media. People love to see your own reviews and videos do especially well.

See other sales aids:

- How to sell Artwork
- How to sell Fabrics
- How to sell Jewelry
- How to sell Musical Instruments
- How to sell Clothing
- How to sell African Soaps
- How to sell Fragrance & Essential oils
- How to sell Health & Beauty