

Direct Selling
2019 SALESFORCE SURVEY
FEBRUARY 2019

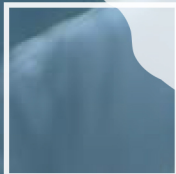


Table of Contents

Executive Summary	3
○ Background, Methodology, and Introduction	4 - 7
○ Summary and Implications	8 - 12
Detailed Findings	
○ Who Are Direct Selling Representatives?	13 - 18
○ Representatives' Reactions to their Overall Experience	19 - 21
○ The Direct Selling Lifecycle: Enrollment	22 - 28
○ The Direct Selling Lifecycle: Selling	29 - 44
○ The Direct Selling Lifecycle: Recruiting/Sponsoring	45 - 52
○ The Direct Selling Lifecycle: Engagement/Retention	53 - 60
○ Exit (Former Representatives)	61 - 67
○ Key Takeaways	68
Appendix	
○ Detailed Methodology	70 - 71
○ Generational Comparison	72 - 74
○ Hispanic Representatives	75 - 78
○ Representative Ratings of Companies, Sponsors, & Sales Methods	79 - 82
○ Start-up Costs and Inventory	83 - 84
○ DSA Code of Ethics	85
○ Party Plan Experience	86 - 90
○ Definitions	91
Cross-Tabs	92 - 117
Acknowledgments	118 - 119