



DIRECT SELLING ASSOCIATION

# Direct Selling Association Benefits of Membership

**DSA membership is the best investment you can make in your company. Our wide range of business tools, industry contacts, events and services are designed to meet the needs of your company, staff specialists and your salesforce.**

Our research department delivers timely and actionable industry data to members to help them make informed business decisions. Our members receive the published reports after participating in each study.

We advocate on behalf of our member companies and the sales channel. We lobby, testify and monitor legislation at all levels. We also offer legal advice and marketing plan reviews to make sure each company stands by the best standards in our Code of Ethics.

**Advocacy and Ethics**

**Research Services**

**Professional Development**

Our conferences, seminars, webinars and networking opportunities keeps direct selling executives up to date on best practices and the changing landscape of the channel.

## Build a Better Business with DSA

DSA staff, members and affiliates can be a helpful resource to you and your company. Browse our members-only content and start accessing the communications you need to build a better business.

**News & Informational Resources**

**Networking Councils & Governing Committees**

Our networking councils provide a forum for pointed conversation on the opportunities and challenges facing our industry. Our governing committees offer executives opportunities for them to rise to leadership positions and expand their professional networks.

We host briefings for member company executives and a Speaker's Bureau to help companies express the importance of the industry to your management team, salesforce leaders or investors. Our Career Center helps companies reach the most qualified executive candidates.

**Internal Resources**

**Salesforce Support**

DSA is always looking for new ways to support direct sellers. We offer your salesforce insurance services, credit union membership and shipping discounts.

The Direct Selling Association (DSA) is the national trade association for companies that market products and services directly to consumers through an independent, entrepreneurial sales force. More than 18 million Americans are involved in direct selling in every state, Congressional district and community in the United States. In 2014, direct selling contributed more than \$34 billion to the U.S. economy.