DIRECT SELLING ASSOCIATION

Using Industry Research as a Resource

What does industry research consist of?

United States Direct Selling Association (USDSA) research provides information and insights to help you maintain a competitive employee work force, motivate your salesforce to new levels of achievement and help you strategize and plan for your company's future.

- We monitor the direct selling environment for opportunities and threats to the industry and its member companies.
- Our insights highlight the risks and opportunities and the possible implications for proactive strategic planning or defensive action.
- Our data is used by Communications and Government Affairs staff and committees to advocate on behalf of the industry.

How is industry research managed?

DSA staff work with the Industry Research Committee to plan and evaluate research projects that are aligned with overall DSA strategy. Collaboration with other DSA committees, the Direct Selling Education Foundation, the World Federation of Direct Selling Associations and external research firms helps expand and maximize our knowledge and understanding.

Who conducts the research?

DSA research is conducted by independent, professional research and consulting firms.

How can the research benefit your company?

DSA research gives your company a competitive edge by keeping a finger on the pulse of the industry—its current state and where it might be headed—enabling you to strategize accordingly. You'll have the advantage of industry benchmarks and be able to compare your company performance with that of peer companies.

2017 Key Research Topics

What are the chief opportunities and threats facing the direct selling industry?

- How can the industry best answer questions about the direct selling model?
- How can the industry innovate for sustained advantage?

What is direct selling today?

- How large is the direct selling industry? What is the global context?
- How is the direct selling industry evolving? What is the definition of direct selling today?
- How are the direct sellers in the industry segmented? What are their motivations?
- How is direct selling perceived?
- What is the role of social media and e-commerce in the industry?

What is the future of direct selling and what are the major trends impacting the direct selling industry?

- How can the DSA develop and implement strategies for future growth and strength?
- How can DSA attract new companies and individuals to join our industry and its member companies?
- How can your company develop/implement strategies for healthy and sustained growth?
- How will the online environment affect the industry's selling methods and communication with the salesforce?

DSA Research is a benefit to all member companies...

✔ FREE to all that participate in research surveys.

✔ Timely, actionable industry data.

✔ Confidentiality is always maintained.

How can your company participate in industry research?

DSA sends an email invitation to research contacts at all member companies asking for your participation once a survey is in the field. All you need to do is respond by completing and submitting the survey questionnaire. Confidentiality is always maintained.

Please ensure that your company participates in ALL of this year's important research initiatives including: Annual Growth & Outlook Survey, DataTracker and QuickPolls.

If you would like more information about how to participate or about who is currently listed as your company's designated research contacts, please contact DSA Market Research Manager, Ben Gamse at bgamse@dsa.org or (202) 452-8866

Find DSA Research on the Web

DSA Research is available online. Go to *www.dsa.org/research* for a list and description of available reports. If your company has not participated, you may purchase these reports by selecting visiting DSA's Online Store one year after the report has been published.

Recent and On-going Research Reports

Core Industry Tracking & Statistical Outlooks

Growth and Outlook Survey – Annual. Determines the current size and scope of the direct selling industry in the U.S., as well as its growth rate from year to year and operating benchmarks to measure marketplace effectiveness.

National Salesforce Study – Every 3-5 years. Assesses the demographic profile of direct selling representatives and describes their current attitudes and opinions toward direct selling.

Socio-economic Impact Survey – Every 3-5 years. In partnership with Direct Selling Education Foundation (DSEF), this study quantifies the full societal and economic benefits of direct selling in the U.S.

Consumer Attitudes Study – Every 3-5 years. Captures the awareness and perceptions of direct selling among the general public and direct selling consumers.

DataTracker – Quarterly. Measures key performance indicators such as net sales, new recruits, order size and number of orders processed each quarter and year-to-date, tracking industry trends. Revamped in 2014 to make results more consistent and comparable across quarters!

Core Topical and Functional Research

Sales Strategy Survey – Every 3-5 years. Gathers information about the person-to-person and party plan sales approaches and their roles in direct selling.

Consumer Trends Impacting the Direct Selling Industry – Every 3-5 years. This study present the following key consumer trends and their implications for direct selling: future of shopping, workforce trends, communications, innovation and demographic trends.

DSA Member Survey. This study asks member companies to evaluate and provide feedback on DSA's service offerings and overall performance. The results of this survey will lead to actionable insights that can be used to improve member services and better align DSA with its mission statement and strategic objectives.

Management Compensation & Benefits Survey – Every 3-5 years. Provides direct selling companies with employee management compensation benchmarks to enable companies to offer competitive salaries and packages to attract and retain high quality managers.

Managing Your Company's Web Presence Survey – Every 3-5 years. This report explores direct selling company use of corporate and distributor websites including interactions with backend systems as well as Internet advertising, social networking, and data analytics activities. The survey provides users with new insights into managing the Web as a touch-point between a company and its distributors, customers and the general public.

QuickPolls – As requested by a member company. Provides a quick snapshot of how other direct selling companies handle day-to-day operating issues to provide answers for solving your own company's operating challenges.

Collaborative Research

Global Direct Selling Statistical Survey – Annual. Conducted in collaboration with WFDSA and SELDIA, the European Direct Selling Association, this survey illustrates the size and scope of the global industry overall and at the local level.

Industry Research Committee 2016-2017:

- **Jeff Kaufman – Committee Chair,** Isagenix International
- **Pammie Strickland – Past Committee Chair,** Ambit Energy
- **Jake Gundrum,** Amway
- **Judy Jones,** Amway
- **Erica Sheffield,** Arbonne
- **Monica Wood**, Herbalife
- **Martha Broda,** Mary Kay Inc.
- **Staci Glovsky,** Nature's Sunshine Products
- **Tyler Horton,** Nature's Sunshine Products
- **Deepak Jujare,** New Avon
- **Julie Cabinaw,** Scentsy
- **Erich Pagel,** Scentsy
- **Jesse Stamm,** Take Shape for Life, Inc.-Medifast
- **Gordon Hester,** Juice Plus+
- **Omobola Imoisili,** Team Beachbody
- **Michael Freeman,** Team Beachbody
- **Brian Matney,** Thirty-One Gifts

As of April 12, 2017

Call on Us with Your Research Questions

DSA Staff Contact:

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"Through research, our goal is to help the industry and member companies develop sustainable strategies, innovate and improve business decisions."

— Industry Research Committee, USDSA

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