



DIRECT SELLING ASSOCIATION



Agenda:

- Welcome
- CEOs in Focus
- ETHOS Awards
- 2015 Growth & Outlook Survey
- Q&A

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www.dsa.org

February 17, 2015

www.dsa.org/dsalive



DIRECT SELLING ASSOCIATION

DSALive! Informational Webinar: CEOs in Focus



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Click [here](http://www.dsa.org/member-resources/ceos-in-focus-interview-series) (<http://www.dsa.org/member-resources/ceos-in-focus-interview-series>) to access DSA's CEOs in Focus website including the inaugural podcast episode with Beauty Counter's Founder and CEO Gregg Renfrew



DIRECT SELLING ASSOCIATION

DSALive! Informational Webinar: ETHOS Awards



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DIRECT SELLING ASSOCIATION

DSALive! Informational Webinar: 2015 Growth & Outlook Survey



www.dsa.org

To access the online survey: www.DSA.org/GO2015. Or, visit www.dsa.org/2015GOQuestionnaire to download a PDF of the G&O Survey!

Agenda:

Kick-Off: Growth & Outlook 2015

2015 Objectives and Benefits to Participation

Research Timeline & Tips to Completing the Questionnaire

Data collection, vetting, aggregation, and analysis – Methodology & Confidentiality

Your Questions

Presenter:

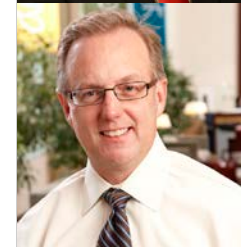
Joe Mariano,
President, DSA

Jeff Morris,
Director, Forecasting and Financial Analysis, The Pampered Chef & IRC Chair

Ben Gamse,
Market Research Manager, DSA

Paul Bourquin, Managing Economist, Nathan Associates

All – DSA's Amanda Del Sontro to moderate



Welcome to the 2015 Growth & Outlook Survey from Joe Mariano, DSA President



Revenue by Product Group

The two product groups that continue to gain share as a percent of retail sales in the direct selling industry are Wellness and Services.

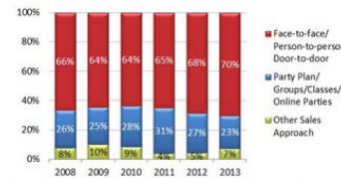
Home & Family Care/Home Durables and Personal Care have experienced a decline since 2008. Clothing & accessories and Leisure & educational remain relatively unchanged.

Share of 2013 Direct Selling Estimated Retail Sales



Estimated Direct Retail Sales by Method

Person-to-person selling continues to account for two-thirds of sales, however, the industry is in flux in terms of how to approach and view online sales when they occur in support of other methods.



Source: Estimated based on survey data and extrapolated data from secondary sources. Note that 2011-2013 percentages are not strictly comparable with 2008 - 2010 because of slight changes in question wording and categories. "Other Sales Approach" category includes sales at personal and company websites and via social media, sales at events and fairs/reorders, etc.

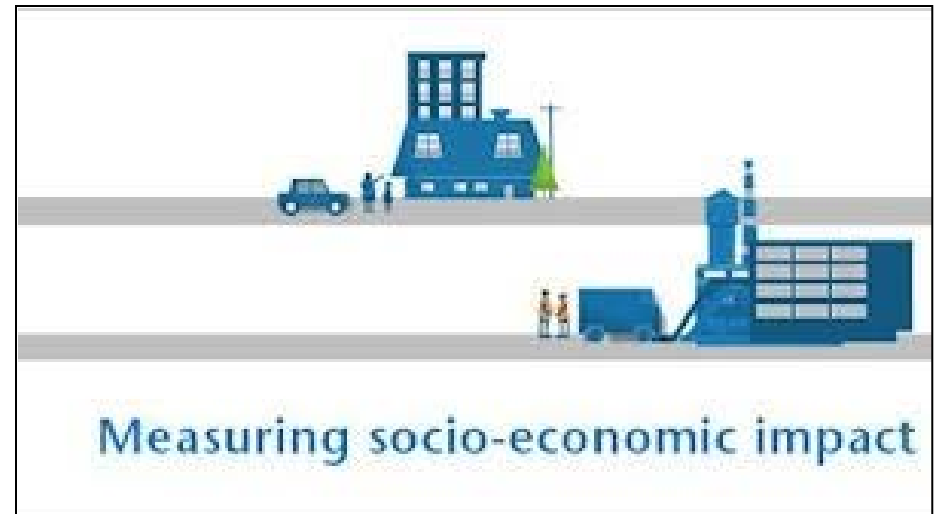


Notes:

- All company information will remain **completely confidential** and will be reported only in the aggregate.
- This survey will **enhance our intelligence** and enable us to more accurately report industry statistics to our constituencies.
- **Thank you for your support and participation!**



1. Quantify industry size & headcount segments
2. Research selected socio-economic impacts
3. Announce results at DSA's 2015 Annual Meeting in San Antonio (May 31-June 2)





1. **Educating** yourself and your colleagues on market dynamics and trends and helping you make informed business decisions
2. **DSA Advocacy Efforts**
3. **Socio-economic Impact Study**



January 14: Growth & Outlook Survey was emailed to all DSA member companies; six week deadline for completion

February 17: DSALive! call/ informational webinar

March 13: Deadline for all G&O questionnaire submissions

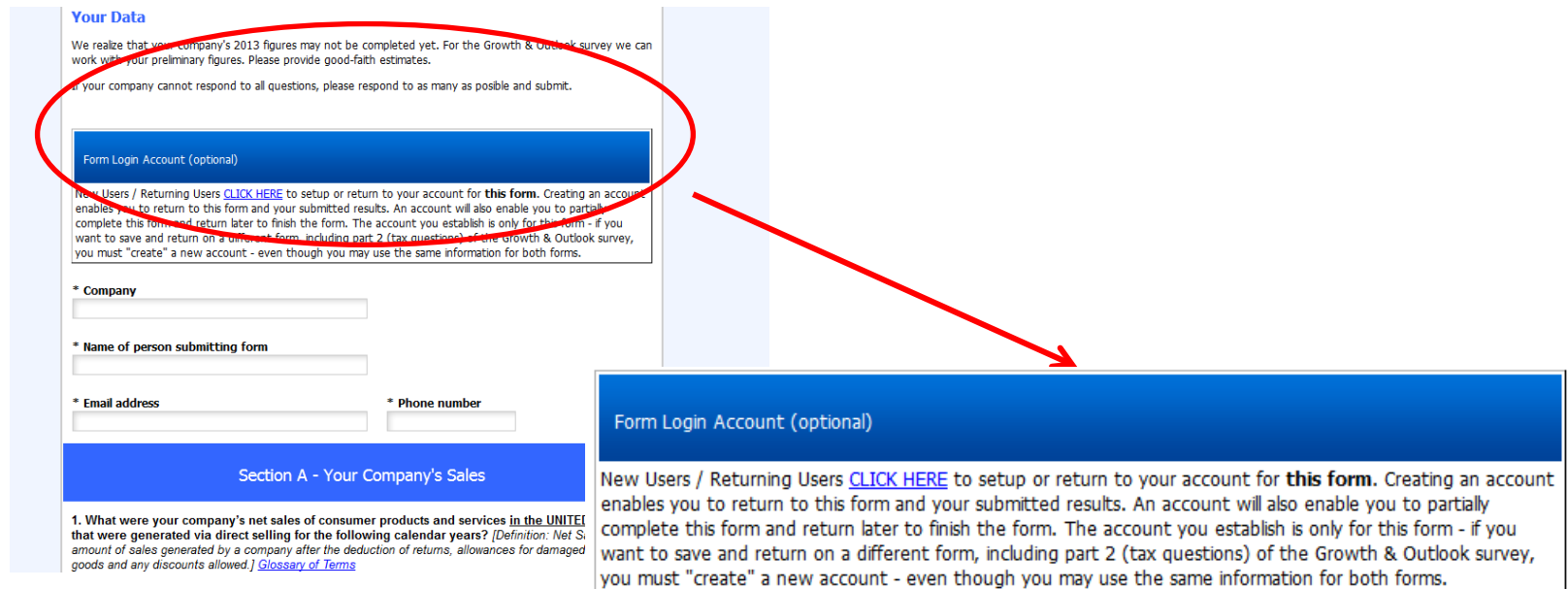
June 1: 2014 top-level results presented at Annual Meeting

End of June: G&O Report distributed to all participating member companies





- Download the PDF of the questionnaire to browse all of the questions before completing the survey online:
www.dsa.org/2015GOQuestionnaire
- You can quickly and easily create an account allowing you to save your progress and complete the questionnaire in more than one sitting:



Your Data

We realize that your company's 2013 figures may not be completed yet. For the Growth & Outlook survey we can work with your preliminary figures. Please provide good-faith estimates.

If your company cannot respond to all questions, please respond to as many as possible and submit.

Form Login Account (optional)

New Users / Returning Users [CLICK HERE](#) to setup or return to your account for **this form**. Creating an account enables you to return to this form and your submitted results. An account will also enable you to partially complete this form and return later to finish the form. The account you establish is only for this form - if you want to save and return on a different form, including part 2 (tax questions) of the Growth & Outlook survey, you must "create" a new account - even though you may use the same information for both forms.

* **Company**

* **Name of person submitting form**

* **Email address** * **Phone number**

Section A - Your Company's Sales

1. What were your company's net sales of consumer products and services in the UNITED STATES that were generated via direct selling for the following calendar years? (Definition: Net Sales amount of sales generated by a company after the deduction of returns, allowances for damaged goods and any discounts allowed.) [Glossary of Terms](#)

Form Login Account (optional)

New Users / Returning Users [CLICK HERE](#) to setup or return to your account for **this form**. Creating an account enables you to return to this form and your submitted results. An account will also enable you to partially complete this form and return later to finish the form. The account you establish is only for this form - if you want to save and return on a different form, including part 2 (tax questions) of the Growth & Outlook survey, you must "create" a new account - even though you may use the same information for both forms.

- New this year: Preferred Customers!



DSA's Third Party Research Partner, Nathan Associates:

Paul Bourquin

Managing Economist



NATHAN
ASSOCIATES INC.

Research Process:

- Data collection
- Vetting
- Aggregation
- Analysis

Any questions or comments?





More Questions? Contact Us

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