



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.



INTERNAL RESOURCES

We host briefings for member company executives and a Speakers Bureau to help companies express the importance of industry to your management team, field leaders or investors. Our Career Center helps companies reach the most qualified direct selling candidates.



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.



SALESFORCE PROGRAMS

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



ADVOCACY & ETHICS

We advocate on behalf of our member companies and the sales channel. We lobby, testify and monitor legislation at the local, state and federal levels. We also offer legal advice and marketing plan reviews during the membership application process and random reviews of members to make sure each company starts and continues standing by the best standards in our Code of Ethics.



RESEARCH SERVICES

Our research department delivers timely and actionable industry data to members to help them make informed business decisions. Data from DSA's Growth & Outlook Survey, Sales Strategy Survey and QuickPolls provides insights companies need to find their competitive edge. Our members receive the published reports, at no cost, after participating in each study. Research can be purchased in our Research Library.



NEWS & INFORMATIONAL RESOURCES

DSA communicates with member companies through the monthly DSADigest and quarterly Supplier Source newsletters. DSA also publishes *Direct Selling Journal* quarterly.



NETWORKING COUNCILS & GOVERNING COMMITTEES

Member company executives connect through our wide array of networking councils. Mutual interests groups, such as the Party Plan Council, Technology Council and more, provide a forum for pointed conversation on the opportunities and challenges facing our industry.

Our governing committees expand executives' professional networks and offer opportunities for them to rise to leadership positions.