

DSA Industry Leadership Retreat Pre-work

Goal Hear the top initiatives that are having the biggest impact in our companies.

Initiatives Each executive will select an initiative that has driven revenue through sales or distributor count.

The Share Please bring your business case for the initiative, your commercial plan and marketing materials.

Business Case

- The problem
- The solution
- Cross-functional Internal Team
- Goals for the solution
- Actual results

Commercial Plan

- Audience
- Key Messages
- Communication platforms: social, intranet, etc...
- Marketing Tools: printed tools, videos, social campaign etc...

Key Considerations

- To protect the company we understand you may not want to share specific #'s. If you can please consider sharing percentages or some measurement of how much impact this initiative had on your sales that would be helpful.
- More is better... We are all learning best practices of how to build a strategy, a business case as well as how we execute & measure our corporate initiatives. Many times an initiative can fail or succeed based on how we operate or focus on it internally.

Initiatives to Consider

- New Product category.
- New Sponsoring or Retention initiative
- Market expansion or focus on a new Demographic.
- Sales Incentives – including trips, consistency programs or bonus programs.
- Any Other?

Presentation

Each executive will have 5 minutes to present an initiative & share marketing materials.

Follow with 5 min. for clarifying questions from the retreat attendees.

After we hear all presentations we will create a time for us to discuss themes of what is working within our industry. If time allows we can go back to specific presentations or you can have follow up conversations during meals.

We will end with 1 sentence take aways from each executive.