

The Benefits of Shopping Through Direct Selling

Annual sales of goods and services through direct selling are robust. In 2008, annual sales reached nearly \$30 billion as Americans increasingly choose to shop in the comfort of their own homes or workplaces. Here's why:

Quality Customer Service Comes First

- Direct selling offers personal contact with trained, knowledgeable sales reps who know they must provide excellent service to win and keep the business of their customers.
- Professional and friendly service is more than a plus. It's a MUST. Every company works to provide the best customer service.
- DSA members are required to provide a complete description of any warranty or guarantee, limited or full, and a complete explanation of return and cancellation policies.

Endless Choices When and Where You Want Them

- DSA member companies sell everything from cosmetics, books and toys to housewares, spa treatments and travel packages. For a complete list, visit the DSA Web site at www.dsa.org.
- Direct selling allows customers to customize their shopping experiences without the hassle of long lines, traffic, and inattentive salespeople. Customers can schedule their sales calls and visits to fit around their busy schedule.
- Purchases can be delivered directly to customers—at home, at work, or any convenient location.

Unmatched Product Expertise with a Personal Touch

- Direct sellers are knowledgeable about their products and services and take the time to personally demonstrate and explain them to customers.

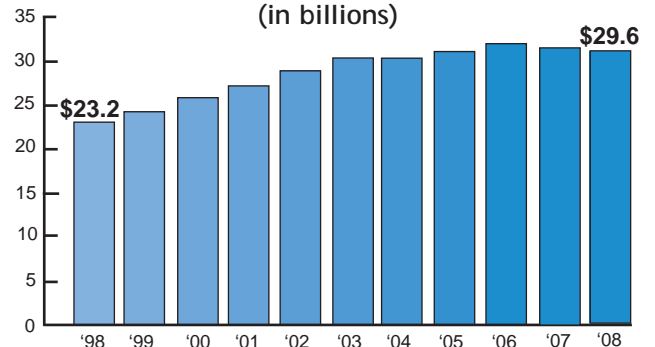
Unlike many sales representatives in retail stores, direct sellers take the time to get to know their customers, their needs and their preferences.

A Fun Way to Spend Time with Friends and Family

- Direct selling gatherings offer an entertaining and fun way to learn about and test new products and services while spending time with friends, family, co-workers or other groups.
- Direct selling gatherings provide a great opportunity for customers to share their product preferences and serve as a great way to learn about creative gift items. What better way to learn what someone wants than by watching them admire a great product or service at a gathering you both attend?

Those looking for a specific product, service, or company may find more information by visiting DSA's Web site at www.dsa.org.

Annual Sales Through Direct Selling
(in billions)



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ASSOCIATION**

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