

Professional & Personal Benefits of a Direct Selling Experience

Direct selling cultivates essential skills, boosts confidence, supports flexibility, and creates a sense of community—empowering individuals of all backgrounds to succeed both personally and professionally.

Direct selling offers a low-cost, low-risk equal access option for individuals looking for freedom to choose when, where and how they work. The benefits transcend demographics and geographic locations.

Direct selling is a universal path to personal growth, regardless of background or experience.

The Benefits Are Consistent Across:



Urban and
Rural
Participants



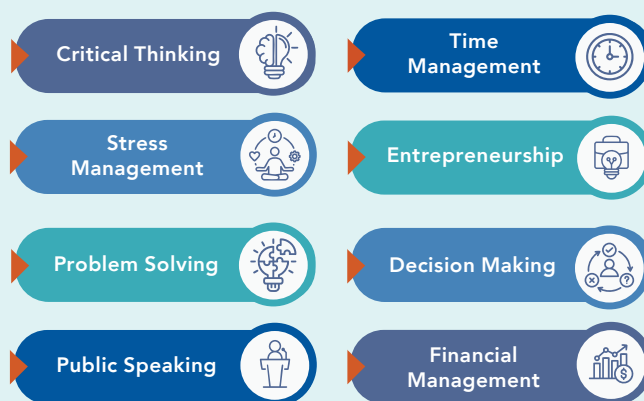
Newcomers
and
Veterans



Millennials
and other
Generations

Personal development is a leading reason individuals join direct selling.

More than 75% of direct sellers reported **personal growth** in the following areas because of their experience:



Many direct sellers also reported benefits in their professional roles.

3 out of 4 direct sellers say their experience **improved their business and professional skills**, even in their other jobs, such as:

- ▶ Communication
- ▶ Confidence
- ▶ Sales
- ▶ Initiative
- ▶ Presenting
- ▶ Self-esteem
- ▶ Organization
- ▶ Business management
- ▶ Teamwork
- ▶ Prioritizing

About the Direct Selling Education Foundation:

DSEF engages and educates the public about how direct selling empowers individuals, supports communities, and strengthens economies. For more than 50 years, the Foundation has partnered with members of the academic community to support research and education programs.

These programs engage more than 200 professors in a variety of disciplines including marketing, entrepreneurship, ethics, consumer studies, business and economics to expand knowledge and understanding of the fundamental principles of direct selling.

Sources:

Peterson, Robert A., *Professional and Personal Benefits of a Direct Selling Experience*, dsef.org/research.

Peterson, Robert A., Crittenden, Victoria L., and Albaum, Gerald S., *On the Economic and Social Benefits of Direct Selling*, *Business Horizons* Volume 62, Issue 3, May–June 2019, Pages 373-382.