

### INFOGRAPHIC 1

**DSOF** DIRECT SELLING EDUCATION FOUNDATION

## WHY INDIVIDUALS CHOOSE DIRECT SELLING

**PERSONAL DEVELOPMENT**  
This is a leading reason individuals join direct selling.

**PURCHASING PRODUCTS AT A DISCOUNT**  
4 out of 5 women direct sellers agree on this.

**FLEXIBILITY AND INDEPENDENCE**  
Direct selling offers individuals the freedom to choose when, where and how they work.

info@dsef.org | Source: Professional and Personal Benefits of a Direct Selling Experience

### INFOGRAPHIC 2

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## PERSONAL GROWTH THROUGH DIRECT SELLING

OVER **75%** OF SURVEY PARTICIPANTS REPORTED GROWTH IN THEIR:

- Critical Thinking
- Stress Management
- Problem Solving
- Public Speaking
- Time Management
- Entrepreneurship
- Decision Making
- Financial Management

info@dsef.org | Source: Professional and Personal Benefits of a Direct Selling Experience

### INFOGRAPHIC 3

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## DIRECT SELLING: A UNIVERSAL PATH TO PROFESSIONAL SKILLS GROWTH

**3 OUT OF 4**  
direct sellers say their experience improved their business and professional skills—even in their other jobs.

The Benefits Are Consistent Across:

- Urban and Rural Participants
- Newcomers and Veterans
- Millennials and other Generations

info@dsef.org | Source: Professional and Personal Benefits of a Direct Selling Experience