



# DIRECT SELLING ENTREPRENEUR WORKSHOP

ENTREPRENEURSHIP AWARENESS INITIATIVE

Did you know that more than 18 million individuals in the U.S. have made direct selling their vehicle to start their own business? The direct sales channel is more often recognized by the company brands in the industry than as a proven method for low barrier entry into self-employment. This initiative by the Direct Selling Education Foundation seeks to increase the awareness of direct selling as an entrepreneurship strategy and a viable pathway for any individual to start their own business.

## WHAT IS DIRECT SELLING?

Direct selling is a business model that offers entrepreneurial opportunities to individuals as independent contractors to market and/or sell products and services, typically outside of a fixed retail establishment, through one-to-one selling, in-home product demonstrations or online. Compensation is ultimately based on sales and may be earned based on personal sales and/or the sales of others in their sales organizations.

Direct sellers may be called distributors, representatives, consultants or various other titles. They may participate in various ways, including selling the products themselves or through their sales organizations, providing training and leadership to their sales organizations, referring customers to the company and purchasing products and services for personal use.

The **Direct Selling Entrepreneur Workshop** seeks to educate communities and prospective entrepreneurs about the nature of direct selling entrepreneurship and provide resources for individuals who wish to explore this low barrier opportunity to start their own business and achieve their personal and financial goals.

The Direct Selling Entrepreneur Workshop initiative offers colleges, business development organizations, and other educational partners a set of flexible workshop formats and accompanying free materials that will provide entrepreneurship education and resources in collaboration with national leaders in the direct selling industry. We have developed three formats that can fit a variety of venues and audiences.

## THE OPPORTUNITY FOR EDUCATION PARTNERS to offer educational sessions that can:

- Add value to your Business, Marketing or Entrepreneurship classes to increase the diversity of opportunities for business start up.
- Provide non-credit educational opportunities for continuing education, adult education, workforce development, and small business development organizations.
- Serve as a recruitment event for your college, organization, or entrepreneurship center that provides a connection to prospective small business owners

## WHAT DO EDUCATION PARTNERS RECEIVE?

- A free electronic subscription to the curriculum with all materials provided including an instructors manual, participant worksheets, PowerPoint presentations.
- Connections to Direct Selling Companies who are members of the Direct Selling Association and their direct selling entrepreneurs to collaborate on the delivery of the workshop sessions and panels.

## WHAT IS EXPECTED OF EDUCATION PARTNERS?

- Report to the Direct Selling Education Foundation (DSEF) training dates and the number of people attending.
- Provide DSEF with post training surveys for research purposes.

## FLEXIBLE CURRICULUM FORMAT TO FIT YOUR NEEDS & AUDIENCE:

	INTRO TO DIRECT SELLING	MINI WORKSHOP	FULL WORKSHOP
<b>Time Required</b>	1 hour	2 hours	3 hours
<b>Format-Venue</b>	Pop up session on campus, in the classroom or at entrepreneurship centers, workforce centers, lunch & learns, and as a session within a larger conference.	Workshop that can be delivered in an auditorium or in a classroom setting. Requires access to audio-visual technology.	Workshop that is delivered in a meeting room or classroom setting. Requires access to audio-visual technology.
<b>Key Topics</b>	<ul style="list-style-type: none"> <li>▪ Define direct selling entrepreneurship.</li> <li>▪ Direct Selling Industry overview &amp; trends.</li> <li>▪ Introduce the benefits of Direct Selling entrepreneurship.</li> <li>▪ Introduce the DSA Code of Ethics and resources for more information.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Define entrepreneurship.</li> <li>▪ Why direct selling is small business ownership and entrepreneurial.</li> <li>▪ Recognize benefits of Direct Selling.</li> <li>▪ Recognize the diversity of direct selling products &amp; services.</li> <li>▪ The international component of direct selling.</li> <li>▪ Factors to evaluate direct selling opportunities.</li> <li>▪ Tools available to evaluate direct sales companies.</li> <li>▪ The social entrepreneurship aspect of direct selling.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Same as 2 hour session but adds in a panel discussion in last hour.</li> </ul>
<b>Facilitators</b>	Session leader can be a current direct seller or an entrepreneurship educator.	Education partner presenter or a direct selling company leader or established direct selling entrepreneur	Education partner presenter and 2-3 panelists from direct selling companies or established direct selling entrepreneurs
<b>Anticipated delivery costs</b>	<ul style="list-style-type: none"> <li>▪ Space</li> <li>▪ Promotion</li> <li>▪ Presenter (1 hr)</li> </ul>	<ul style="list-style-type: none"> <li>▪ Space/setup/technology</li> <li>▪ Promotion</li> <li>▪ Snacks/beverages</li> <li>▪ Presenter (2 hrs)</li> </ul>	<ul style="list-style-type: none"> <li>▪ Space/setup/technology</li> <li>▪ Promotion</li> <li>▪ Snacks/beverages</li> <li>▪ Presenter (3 hrs)</li> <li>▪ Panelists (1 hr)</li> </ul>

**Are you ready to become an educational partner?** Getting started is easy.  
Register online at [www.dsef.org/education-partner-registration](http://www.dsef.org/education-partner-registration)

For more information connect with our Direct Selling Entrepreneurship team at [nlaichas@dsef.org](mailto:nlaichas@dsef.org) or [cpigsley@dsef.org](mailto:cpigsley@dsef.org).