

The misplaced controversy about internal consumption: Not just a direct selling phenomenon

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What is Direct Selling?
Direct selling is the sale of a consumer product or service through a salesperson who is not employed by the manufacturer or service provider. The salesperson is typically an independent contractor who is not employed by the manufacturer or service provider. Direct selling is a form of direct marketing that allows companies to reach their customers directly without the need for a retail store or other intermediaries.

Direct Selling
Direct selling is a form of direct marketing that allows companies to reach their customers directly without the need for a retail store or other intermediaries. It is a sales strategy that involves selling products or services directly to consumers through a salesperson who is not employed by the manufacturer or service provider.

Benefits for the Business
Direct selling offers several benefits for the business, including:

- Increased sales and revenue
- Reduced overhead costs
- Increased customer loyalty
- Improved customer service
- Increased brand awareness

Benefits for the Reps
Direct selling offers several benefits for the reps, including:

- Flexibility in work schedule
- Low overhead costs
- Increased earning potential
- Personal growth and development
- Increased customer loyalty

Primary Marketing
Primary marketing is the process of selling products or services directly to consumers through a salesperson who is not employed by the manufacturer or service provider. It is a form of direct marketing that allows companies to reach their customers directly without the need for a retail store or other intermediaries.

Secondary Marketing
Secondary marketing is the process of selling products or services through a salesperson who is not employed by the manufacturer or service provider. It is a form of indirect marketing that allows companies to reach their customers through a third party.

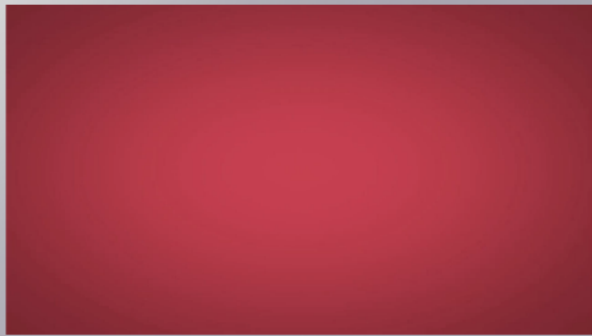
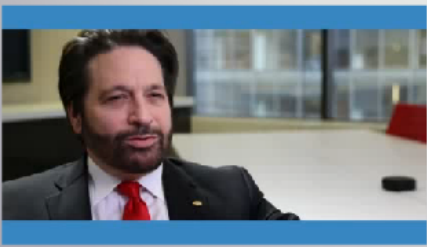
High Pressure Sale
High pressure sales is a sales strategy that involves using aggressive tactics to persuade customers to buy a product or service. It is a controversial sales strategy that has been criticized for being unethical and deceptive.

FINANCIAL HIGHLIGHTS
Ranked on Inc. 500 Top 500 Direct Selling News Magazine with an estimated net sales of \$95 Billion USD in 2013.

Closing Thought
The direct selling industry is a multi-billion dollar industry that has been growing rapidly in recent years. It is a form of direct marketing that allows companies to reach their customers directly without the need for a retail store or other intermediaries. The industry is expected to continue to grow in the future.

Thank You!

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What is Direct Selling?

Direct selling is the sale of a consumer product or service, person-to-person, away from a fixed retail location, marketed through independent sales representatives who are sometimes also referred to as consultants, distributors or other titles.

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Direct Selling

- Direct sellers are not employees of the company
- They are independent contractors who market and sell the products or services of a company in return for a commission on those sales.

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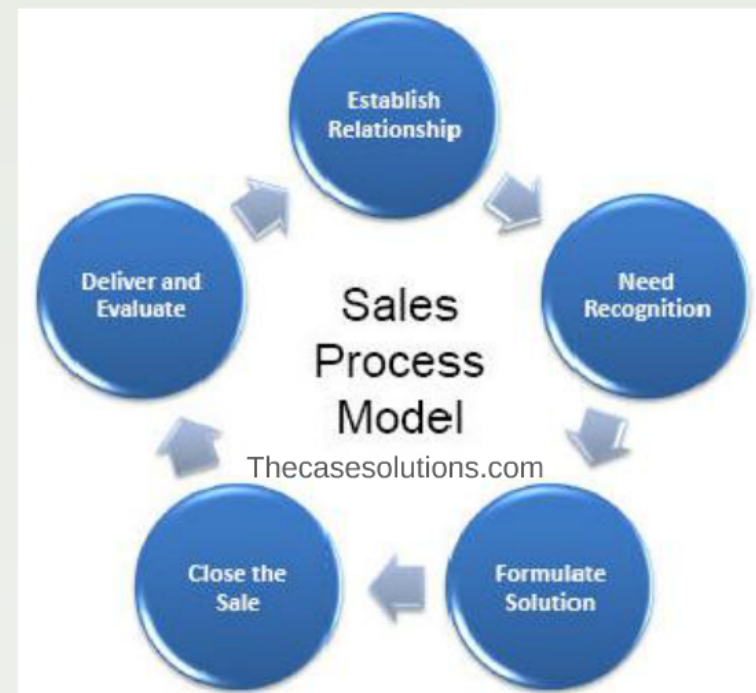
Direct Selling

- Orders are usually placed in person or via the consultant's Web page. Sometimes the phone is used to place orders or reorders
- Home shopping parties are the most widely recognized sales method, where friends, family or acquaintances get together for a few hours to learn about or sample a range of products or services.

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Direct Selling

However, the majority (about 70%) of the direct selling industry's sales actually occur using a one-to-one approach where one seller may present the products or services to a single consumer



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Direct Selling

Just about any product or service can be purchased through direct selling somewhere in the world. Many people think of cosmetics, wellness products and home décor as products that are often sold through direct sales, but add to that countless other product categories including kitchen products, jewelry, clothing, organic gardening supplies, spa products, scrap-booking supplies, rubber stamps and much, much more.

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