

## **PROGRAM CONTENT**

### **I. The Direct Selling Channel: Unique Aspects and Opportunities for Leaders**

This segment will provide an understanding of the nuances and differences between a Consumer Products environment versus a Direct Selling environment, critical knowledge for any executive's success in this space. Participants will be expected to complete pre-reading work prior to attending the session. The discussion will be facilitated by an executive who came from outside the channel.

Topics will include:

- History and evolution of the channel, with a timeline of significant milestones
- Size and scope of the channel (domestic & global)
- Fundamentals of why direct selling works and is a great path for entrepreneurship
- Myths vs. facts
- Terminology
- Introduction of the other resources available, including the DSA and WFDSA
- How is direct selling different?
- Introduction to the ethics conversation, showing where we are and where we are going
- A look into the future of the industry based on respected trends, external data and analysis of competitive pressures

### **II. Drive High Performance Culture**

The power of field leaders is perhaps one of the most unique aspects of the direct selling channel and one of the most difficult for outsiders to understand. This session will dive deeply into field dynamics and the value field leadership brings to a direct selling organization.

Topics include:

- The value of field leaders
- How companies build their field leadership
- How field leadership is structured
- Dos and don'ts for building trust with the field
- How to identify real field leaders vs. legacy leaders who are no longer working the business

### **III. Vision for the Future: A Customer-Centric Approach**

This session will include an overview of each of the key functional roles in a direct selling company and an exploration of how each one works and how they work together. The emphasis here is on highlighting how direct selling companies operate differently than businesses in other channels.

The functional roles discussed will include:

- Sales
- Marketing
- Customer Service
- Human Resources

- Operations/Fulfillment
- Information Technology
- Legal
- Research/Innovation

This section also will explore the unique characteristics of today's direct seller and direct selling customer. Video testimonials from a cross section of direct sellers will help attendees gain a more complete picture of the profile of today's consultant.

Topics include:

- Understanding the science behind why events & recognition work
- Understanding the power and protection of independent contractors, our volunteer army
- What makes this kind of 1099 worker different from others? Why do they come to direct selling?
  - Demographic profiles
  - Psychographic profiles
  - Relationship value of the network
- What makes the direct selling customer engage (Could use Harris Poll data here)

#### **IV. Elements of Innovation, Creativity, and Change**

This is a new session suggested by our advisory group. Because so many direct selling companies are led by their founders, the group felt it would be valuable to discuss management and leadership techniques for succeeding in such an environment. The hypothesis is that many program attendees will be coming to direct selling from a more corporate environment and would benefit from a discussion about how highly entrepreneurial, founder-led companies differ in their approach.

#### **V. Enhance the Customer Experience through Data Analytics**

This section will focus on the key KPIs in a direct selling company's success: what they are, what they mean to the business and what higher-level thinking is required in successfully utilizing this data.

#### **VI. Financial Leadership for Company Growth**

This was a new section proposed by our advisory group, though without much in the way of detailed discussion.

#### **VII. Ethical and Legal Considerations in Direct Selling**

This section builds on the basic understanding of the ethics position of the channel shared in session I. It will be designed to communicate a message that shows the warts of the channel while also putting the regulatory challenges in perspective, so that attendees understand the channel is not unique in facing scrutiny.

Topics include:

- What characteristics make ethics uniquely challenging in direct selling
- How companies are handling the demands of social media
- Consumer/Public Perceptions
- Pyramid Scheme
- Adversaries
- Regulatory
- DSA Code of Ethics
- Landmark Cases that have triggered change
- Importance of protecting the future
- Policies, Procedures & Enforcement

### **VIII. Compensation**

This will be a half-day session delivered by a subject matter expert.

### **IX. Home Office Collaboration with Field Leaders**

The independent nature of the direct selling sales force creates a unique dynamic between the field and the home office. This session will emphasize the importance of recognizing this unique situation and navigating the issues that result. Participants will hear again and again that trust is key.

Topics include:

- The servant leadership role of the home office
- Desired field behaviors & the Importance of Training/Development Process
- Essential Tools, including Great Communication Systems, Starter Kits & Personal Development

### **X. Everyone Owns Strategy**

Strategic Alliances are very important to direct selling companies, especially the newer and smaller companies. This session would explore the value of strategic alliances and characteristics of successful partnerships.

- Rationale for Alliances/Resources
- Selecting Partners
- Practical understanding of your role in strategy development and execution, regardless of where you fit on the organization chart
- Identify core competencies and use them to develop creative ideas for future strategies
- Maximize your personal contribution to organizational success