

Direct Selling FAQs :

<p>What is Direct Selling?</p>	<p>Direct Selling is a method of marketing and retailing goods or services directly to Consumers, through personal contact away from permanent retail premises. Direct selling consultants work on their own, but affiliate with a company that uses the channel, retaining the freedom to run a business on their own terms. Consultants forge strong personal relationships with prospective customers, primarily through face-to-face discussions and demonstrations.</p>
<p>Who gets involved with direct selling?</p>	<p>Over one million people are involved in direct selling in southern Africa and a high percentage are involved part-time. Direct Sellers are independent contractors (micro-entrepreneurs), whose purpose is to sell the product and/or services of the company they voluntarily choose to represent - they are not employees of the Company. Direct sellers represent all genders, race groups, age groups and educational levels. (Source: http://www.dsasa.co.za/modules_fe/layout2/faq.asp)</p>
<p>Why do they get involved?</p>	<p>Many direct sellers were customers of their company before they started selling and, enjoying the benefits of the products they used, decided to start selling and to build a business. There is also a motivation to earn extra income. Being a flexible, part-time or full-time opportunity, it suits many households as it fits in with family commitments. It provides a platform for an entrepreneurial start. (Source: http://www.dsasa.co.za/modules_fe/layout2/faq.asp)</p>
<p>What level of income a direct seller could expect?</p>	<p>The great attraction of Direct Selling is that it offers a flexible earning opportunity where the direct sellers are in control of the income they can generate. Many work their Direct Selling businesses part-time along their regular job to earn extra income. Some eventually choose to put in full-time hours and generate a substantial income. Direct selling requires time, effort and work to sell the products, services and business opportunity. Direct sellers will not reap profits by just signing up or sponsoring others (recruiting). Direct selling income must be based primarily on the sale of products and services to consumers who will use those products and services. Direct sellers need to be actively engaged in your business to truly be successful.</p>
<p>Can a Direct Seller Run his/her Direct Selling Business from Home?</p>	<p>Yes – Direct sellers can run a substantial Direct Selling business from their home using channels of internet and telephone as a means of communication, although personal contact does significantly help to grow the business. Direct Selling allows people to work for themselves and to run their own business in a way that fits with their lifestyle.</p>
<p>What are the benefits of Direct Selling?</p>	<p>Direct selling offers important benefits to people who want an opportunity to earn income and build a business of their own, to consumers as an alternative to retail stores, and a cost effective way for business to bring products to market. Consumers benefit from direct selling because of the convenience and service it provides, including personal demonstration and explanation of products, home delivery, and generous satisfaction guarantees.</p>
<p>What is the difference between Direct Selling and Pyramid Schemes?</p>	<p>There are very important differences between legitimate Direct Selling opportunities and Pyramid Schemes. Pyramid schemes are illegal money making schemes outlawed in terms of Consumer Protection Act 68 of 2008. Pyramid schemes are illegal scams in which large numbers of people at the bottom of the pyramid pay money to a few people at the top. Each new participant pays for the</p>

	<p>chance to advance to the top and profit from payments of others who might join later. Legitimate companies rely on solid product sales over time. A strong base of customers who love and use the products is key to their continuing success. Scams like pyramid schemes, on the other hand, count on you to make a large upfront payment, from which the scheme promoter derives his profit. Building a business over time is not important because the promoter knows the scheme will likely collapse. Pyramid schemes generally have no product and are disguised as legitimate multi-level marketing programmes. To learn more about the differences visit: http://www.dsasa.co.za/modules_fe/layout2/consumer_protection.asp#consumer)</p>
<p>Can health claims be made in promoting Organo Gold Products?</p>	<p>Organo Gold products are not intended to diagnose, treat, cure, mitigate or prevent any disease and should never be offered as such. Do not suggest any diagnosis, prognosis, evaluation, treatment, description, management or remedy of illness, ailment or disease. Do not suggest any claims as to any therapeutic or curative properties of the Organo Gold products.</p>