

CONDUCTED BY AUXANO MARKETING. MAY 2021

DIRECT SELLING INDUSTRY DISTRIBUTOR SURVEY

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www.auxano.global



GIVE US A SHOUT, OR SHOUT ABOUT US

AUXANŌ.

Greek word.

Pronounced: "owx-an'-o"

Meaning; *'to cause to grow & become greater'*.

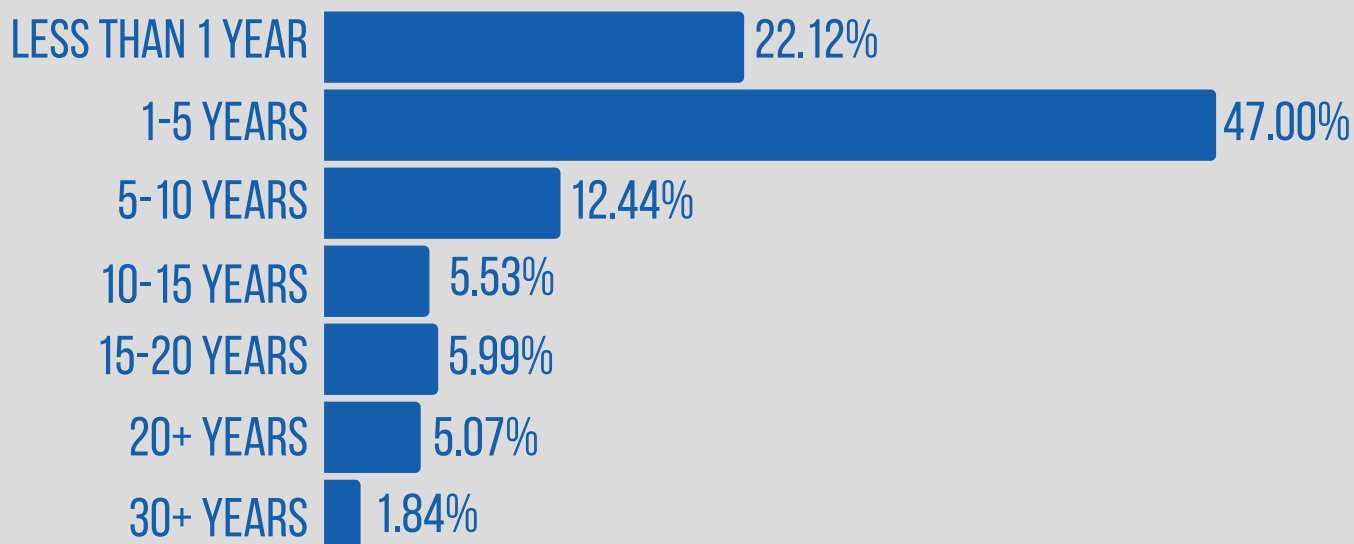
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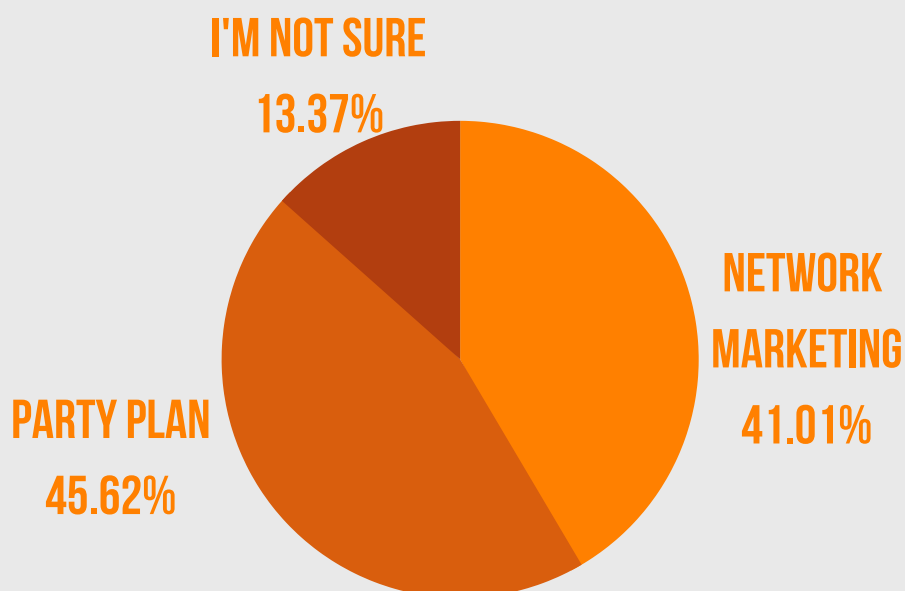


ARE YOU LOCATED IN AUSTRALIA?
100% YES

HOW LONG HAVE YOU BEEN IN YOUR DIRECT SELLING BUSINESS?



ARE YOU IN NETWORK MARKETING OR PARTY PLAN?



HOW HAS COVID CHANGED YOUR BUSINESS?

MOST COMMON ANSWERS IN ORANGE

"IT FORCED ME TO EMBRACE SOCIAL MEDIA "

"IF ANYTHING IT HELPED, I TURNED MORE TO SOCIAL MEDIA AND SO DID MY CUSTOMER BASE."

NOT GOING INTO PEOPLES HOMES TO DO THE PARTIES HAS BEEN DIFFICULT. DOING MORE ONLINE BUT STILL LEARNING THE ROPES

"ENABLED ME TO BUILD A PRESENCE ONLINE TO SUPPORT MY CUSTOMERS."

"IT'S WHY I STARTED, IT GAVE ME MORE PURPOSE IN LOCKDOWN!"

IN EVERY WAY, I HAVE HAD TO OVERCOME MY FEAR OF BEING IN FRONT OF THE CAMERA AND IT IS STILL SOMETHING I AM DEALING WITH.

"I LOST MY CONFIDENCE, ONLY SELL NOW TO A VERY SMALL NUMBER OF PEOPLE. NO NEW CONTACTS TO UP MY BUSINESS."

I SAT AND WATCHED INSTEAD OF TAKING ACTION SO UNFORTUNATELY IT DID NOTHING

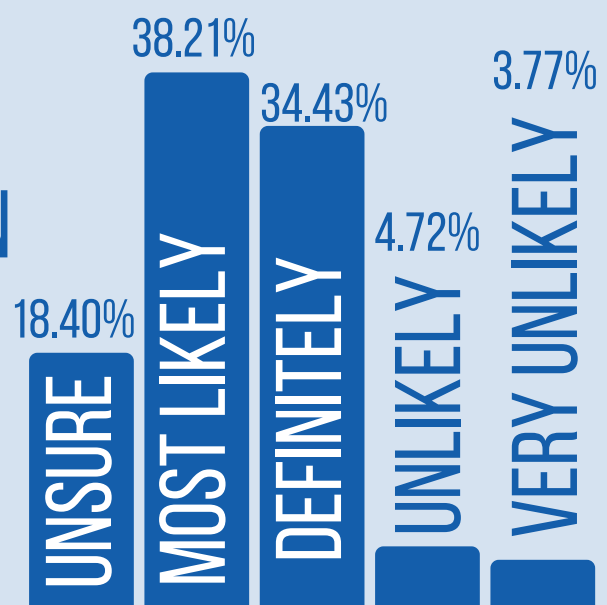
I STARTED MY BUSINESS DURING COVID, SO IT'S BEEN A BIG LEARNING CURVE TO CONNECT WITH MY CUSTOMERS VIRTUALLY

ENHANCED IT BIG TIME!

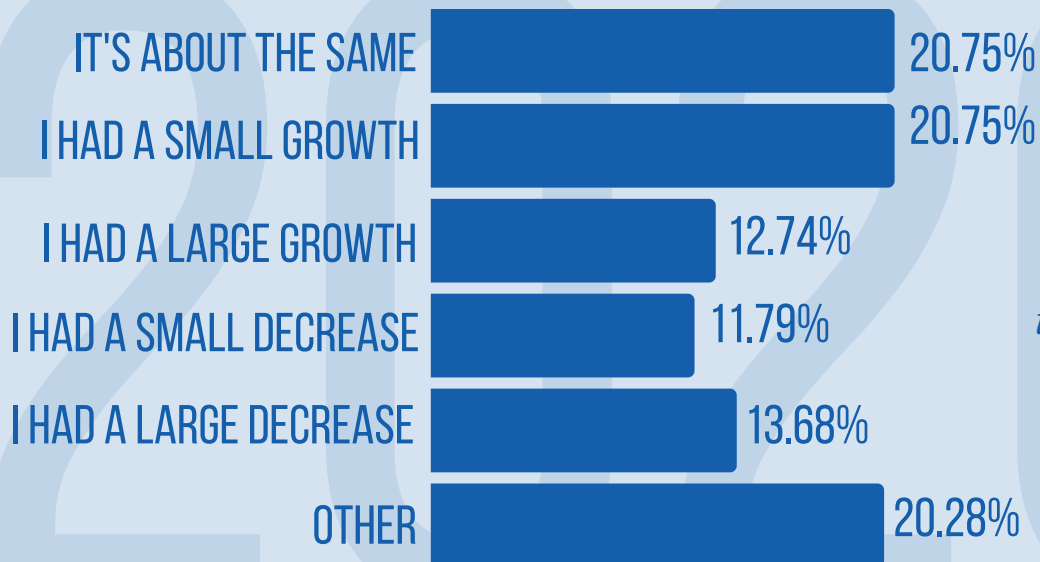
VIRTUAL PARTIES HAVE BEEN A LIFE SAVER. I WAS ABLE TO CONTINUE TO PARTY DURING COVID, SO BENEFICIAL

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HOW CONFIDENT ARE YOU THAT YOU WILL STILL BE IN YOUR BUSINESS IN TWO YEARS TIME?

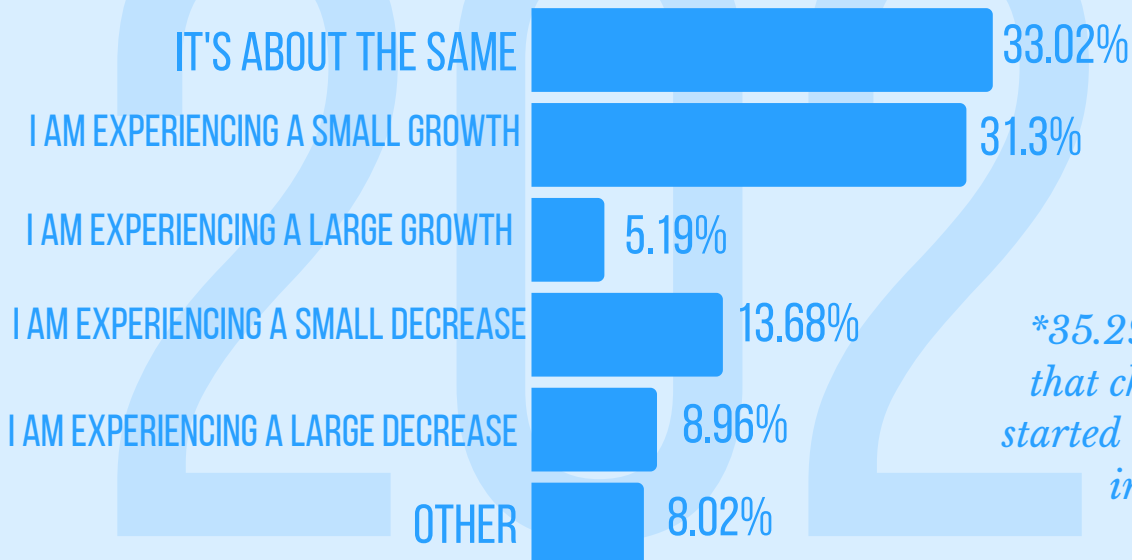


DID YOU SEE A CHANGE IN YOUR BUSINESS SALES IN 2020?



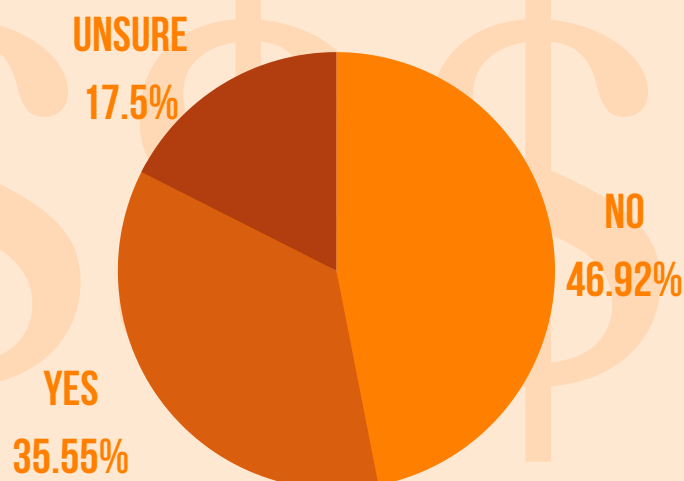
**76.74% of people that chose "other" were new to the business in 2020*

HAVE YOU SEEN A CHANGE IN YOUR BUSINESS IN 2021?

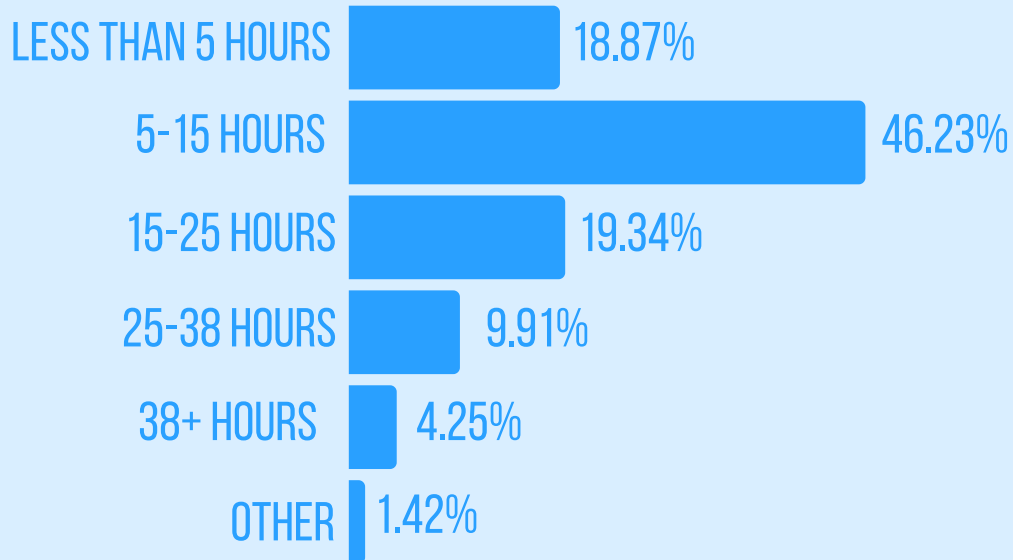


**35.29% of people that chose "other" started their business in 2021.*

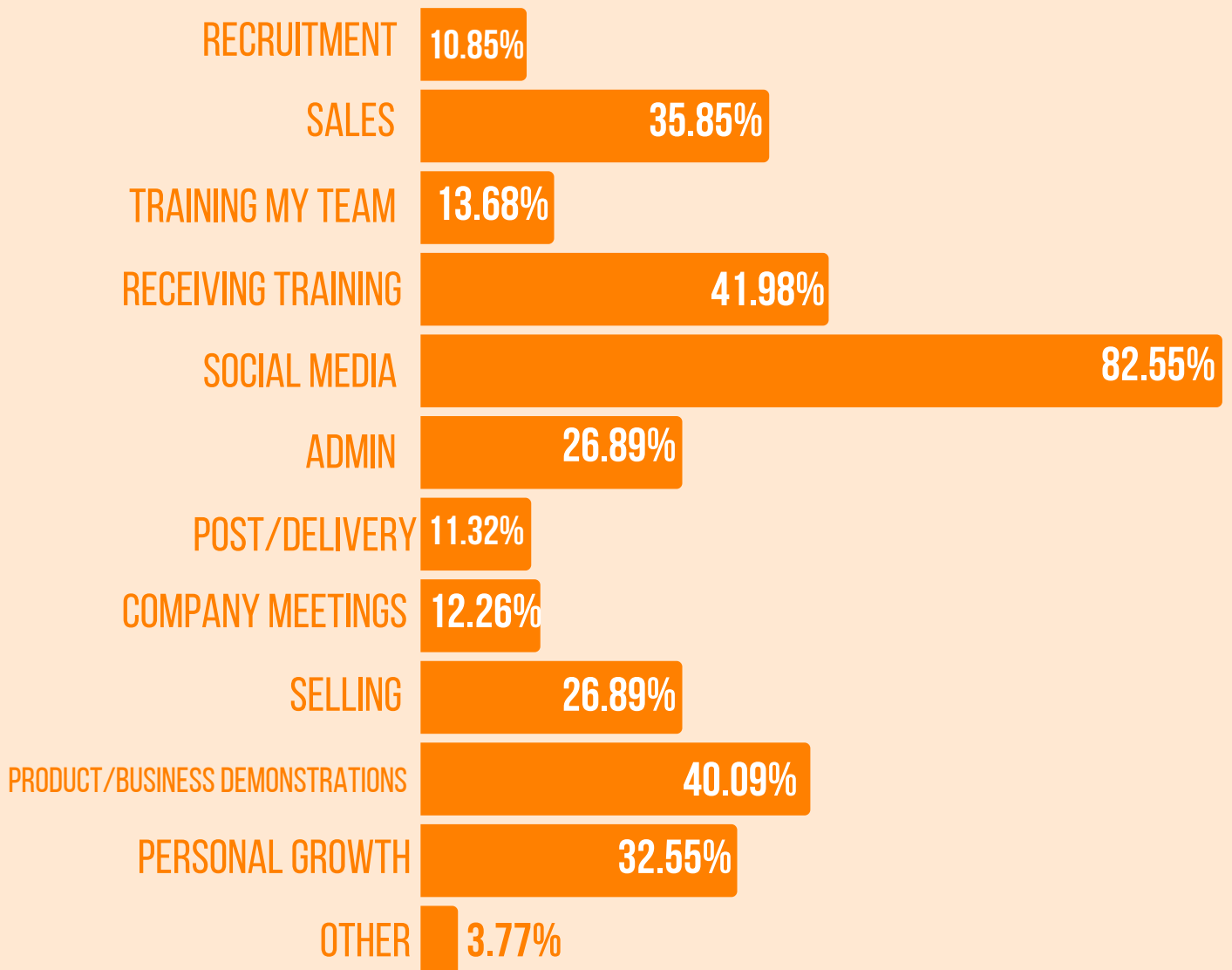
ARE YOU CONFIDENT YOU WILL ACHIEVE YOUR DESIRED INCOME FROM YOUR BUSINESS IN 2021?



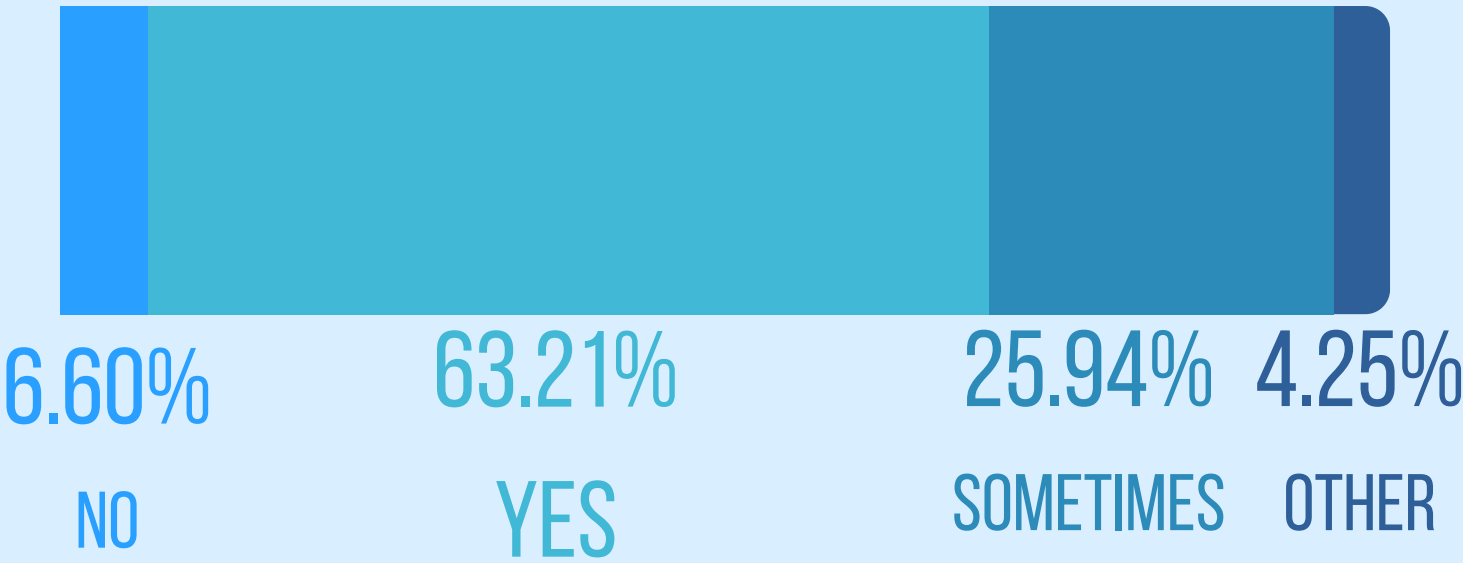
HOW MANY HOURS A WEEK DO YOU WORK ON YOUR BUSINESS?



WHAT ARE THE TOP 3 ACTIVITIES YOU DO IN THIS TIME



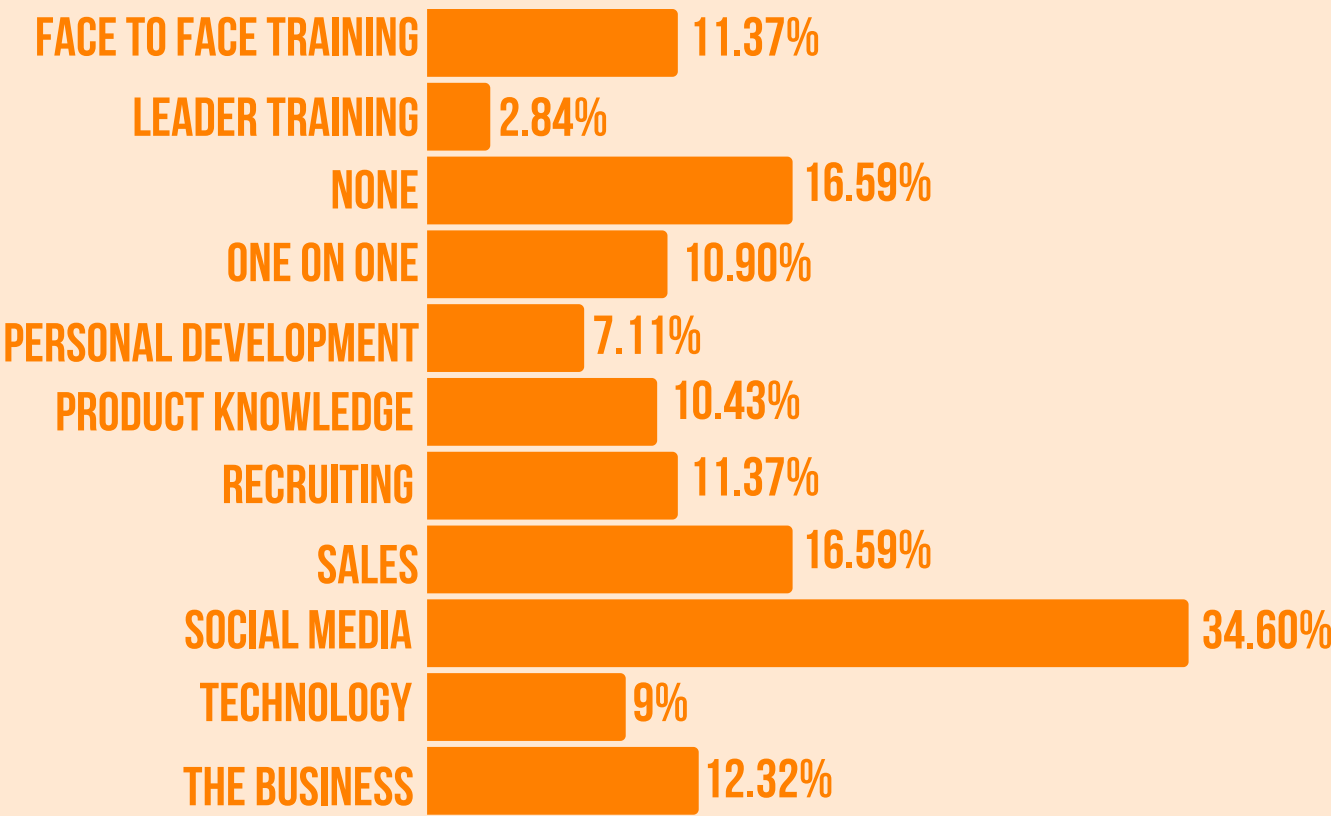
DO YOU FEEL YOU GET ADEQUATE TRAINING AND SUPPORT FROM YOUR COMPANY TO BE SUCCESSFUL IN YOUR BUSINESS?



"OTHER" RESPONSES INCLUDED

- I'd like more specific product knowledge*
- The training is available if I want it, but I'm not motivated to do it.*
- Previously yes. But I think even our company is unsure of how to train or advise the field. There's constant change and there's mostly just push for sales rather than personal or skill development.*

WHAT TRAINING OR SUPPORT WOULD YOU LIKE MORE OF?



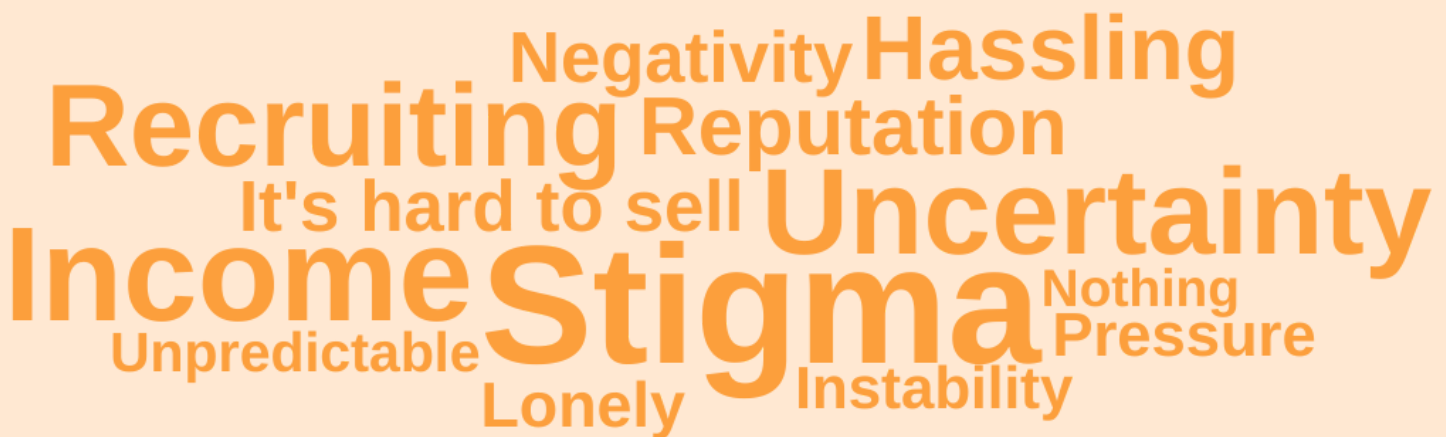
WHAT'S THE BEST THING ABOUT THIS INDUSTRY?



***The larger the word, the more frequently it was used*



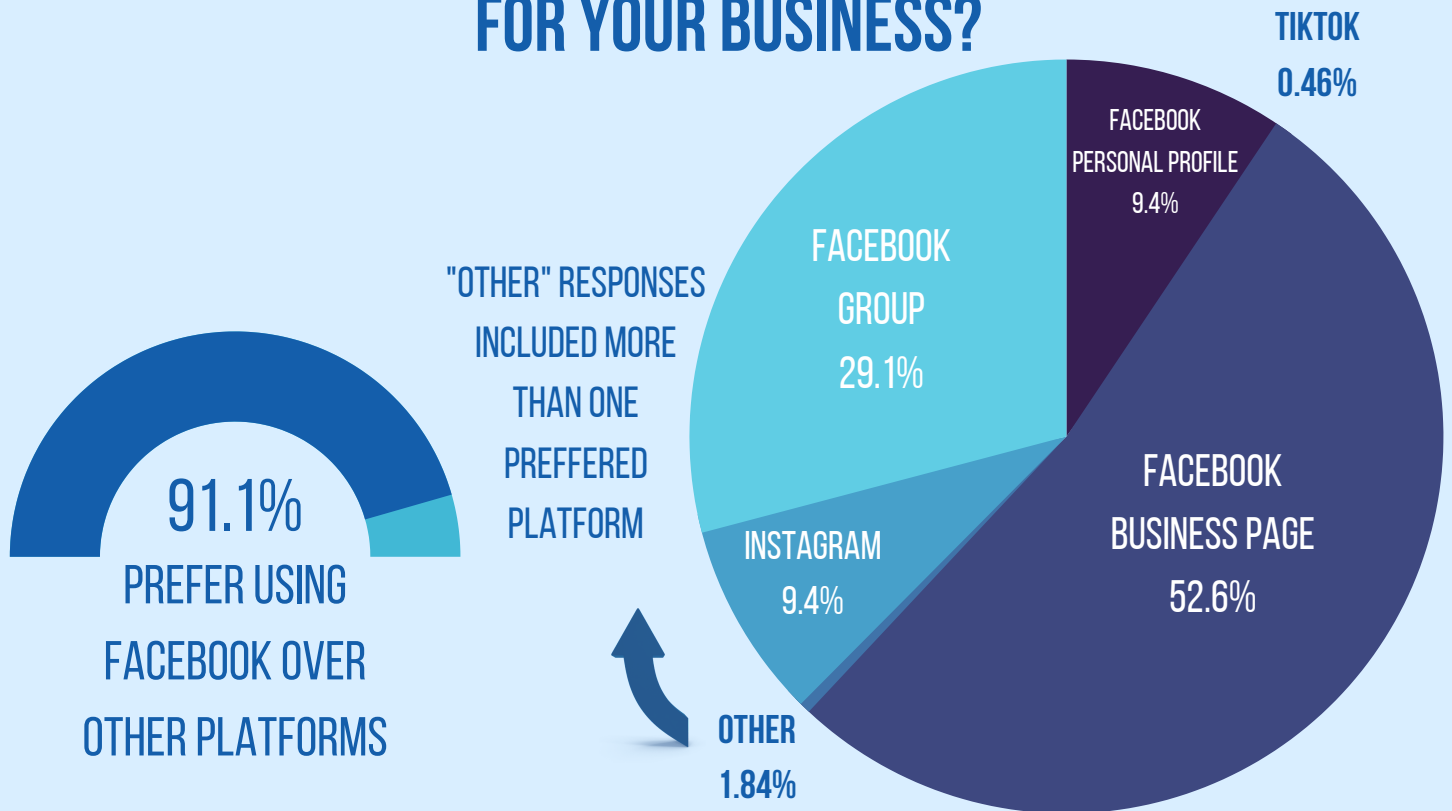
WHAT'S THE WORST THING ABOUT THIS INDUSTRY?



***The larger the word, the more frequently it was used*



WHICH SOCIAL MEDIA PLATFORM DO YOU PREFER TO USE FOR YOUR BUSINESS?



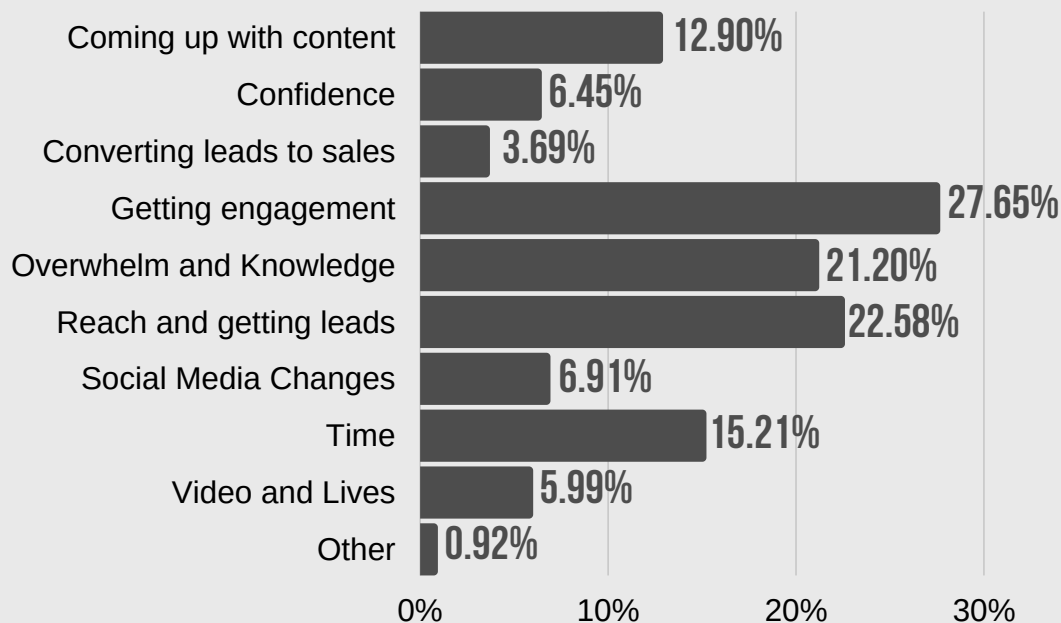
ON A SCALE OF 1-10 ARE YOU HAPPY WITH THE RESULTS YOU ARE GETTING ON SOCIAL MEDIA? (1 BEING IT'S NOT WORKING AT ALL AND 10 BEING I'M VERY HAPPY)



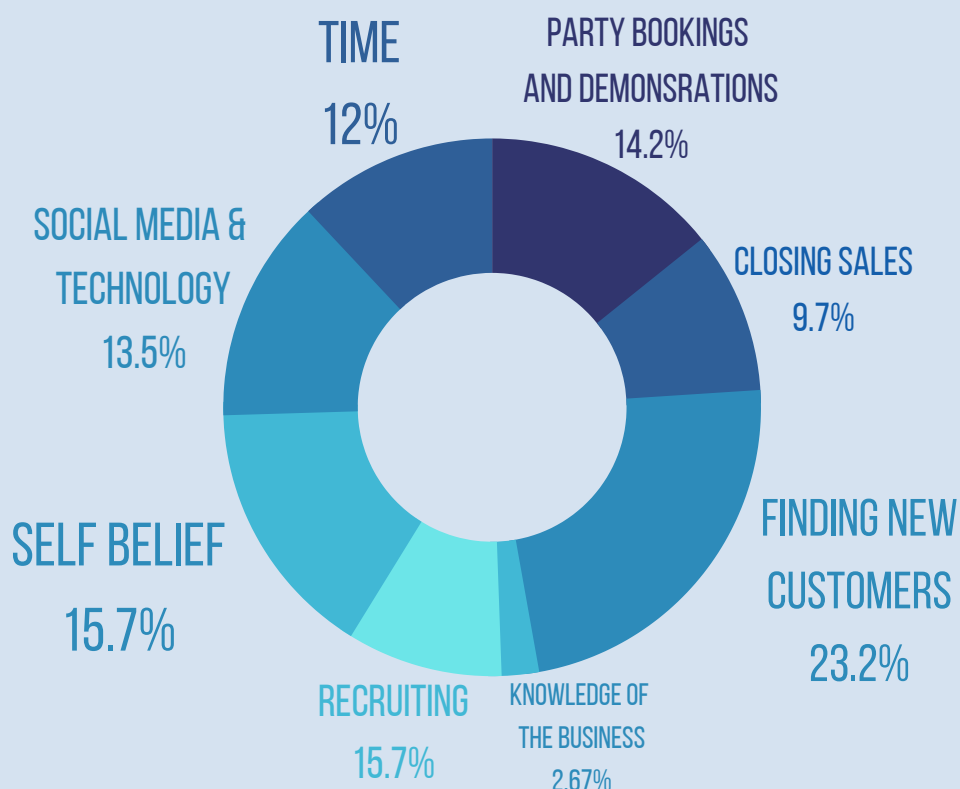
AVERAGE NUMBER 4



WHAT'S YOUR BIGGEST CHALLENGE WITH SOCIAL MEDIA?



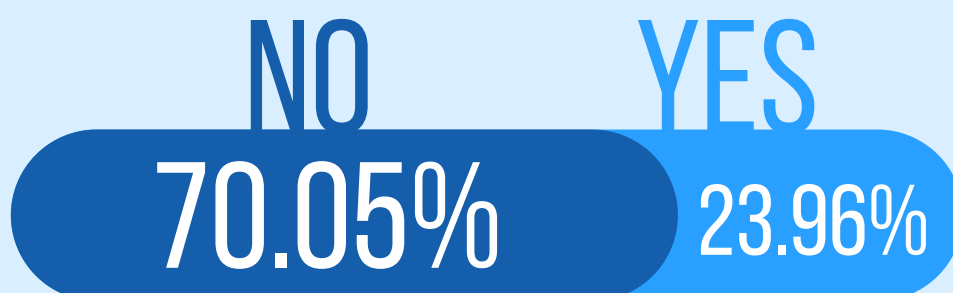
WHAT'S THE BIGGEST CHALLENGE IN YOUR BUSINESS RIGHT NOW?



DO YOU PERSONALLY USE BUY NOW, PAY LATER SERVICES?

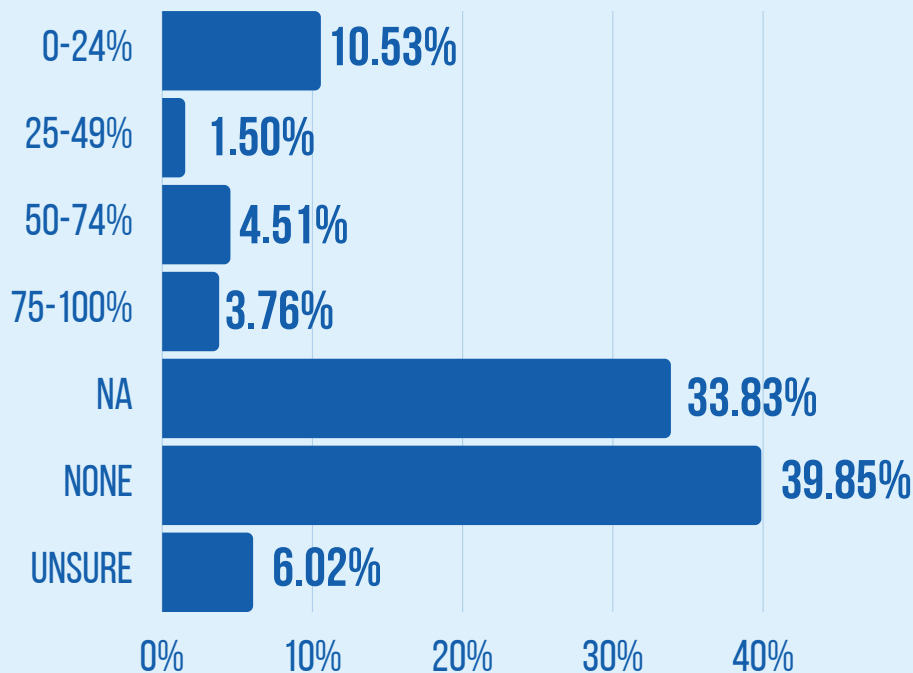


DOES YOUR COMPANY OFFER BUY NOW, PAY LATER?

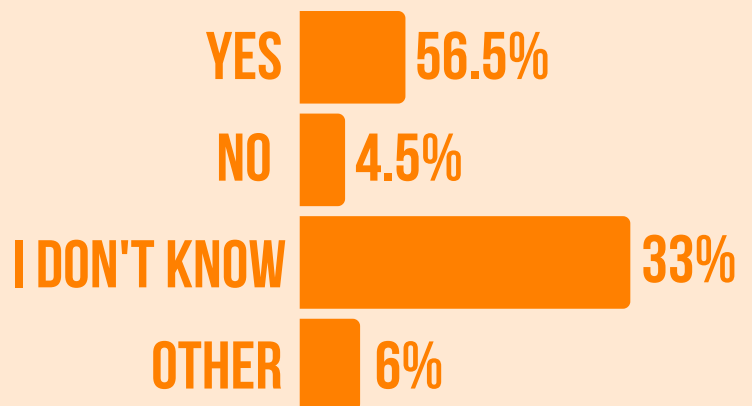


THE OTHER 5.99% WERE UNSURE

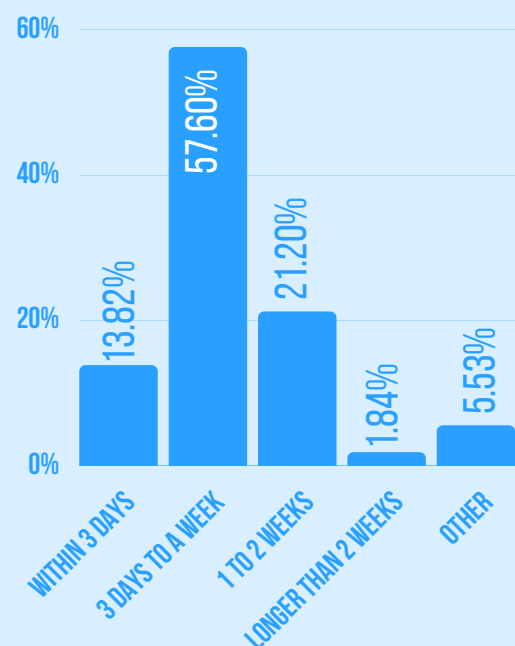
IF YOU ANSWERED YES TO THE PREVIOUS QUESTION, WHAT PERCENTAGE OF YOUR SALES USE THIS SERVICE?



IF YOU ANSWERED NO, DO YOU FEEL YOUR CUSTOMERS WOULD USE BUY NOW-PAY LATER IF IT WERE AVAILABLE?



FROM THE TIME OF PLACING THEIR ORDER HOW LONG DOES IT TYPICALLY TAKE FOR YOUR CUSTOMER TO RECEIVE IT?



IF YOU COULD CHANGE ONE THING ABOUT YOUR COMPANY, WHAT WOULD YOU CHANGE?



THESE COMPANIES WERE REPRESENTED IN THE 220 DISTRIBUTORS THAT TOOK THIS SURVEY... *in no particular order*

- HERBALIFE NUTRITION
- LEREVE
- HEALTHSTYLE EMPORIUM
- NORWEX
- THERMOMIX
- NUTRIMETICS
- SENEENCE
- THE BODY SHOP AT HOME

- PARTYLITE
- JUICE PLUS
- YOUNIQUE
- ENVY JEWELLERY
- FLAVOURISTA
- AMWAY
- INTIMO
- STAMPIN' UP!

- ARBONNE INTERNATIONAL
- NU SKIN
- YOUNG LIVING
- LORRAINE LEA
- POSTIE
- LIFEVANTAGE
- WORLD ORGANICS
- PRO-MA SYSTEMS
- PROPRE
- SEACRET
- NEORA
- LIFE FORCE
- KASZAZZ
- PLEXUS

- FM WORLD
- ATOMY
- ENJO
- FIFTH AVENUE
- JEUNESSE
- ISAGENIX
- MANNATECH
- MODERE
- NEOLIFE
- RODAN & FIELDS
- SCENTSY
- USANA
- SILK OIL OF MOROCCO
- KYANI

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Working exclusively in the direct selling industry, Sam and Greg teach distributors how to effectively use social media to grow their businesses and recruit.

Starting her first direct selling business at just 14, Sam quickly rose through the ranks to become a top 10 consultant in Australia. She went on to build a career in marketing and today is sought after as a speaker and trainer.

As Microsoft Certified Systems Engineer with a degree in Computing, Greg gets tech and is passionate about helping others embrace the digital world we now live in.

In the past 12 months alone, through their keynotes, webinars and courses, Greg and Sam have helped more than 50,000 direct sellers worldwide grow their business on social media from ALL experience levels, ages and technical abilities.



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GIVE US A SHOUT, OR SHOUT ABOUT US

**TO FIND OUT HOW TO BOOK US FOR A KEY NOTE
OR WEBINAR YOU CAN REACH US VIA;**

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GREG@AUXANO.GLOBAL

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