

JULY CALENDAR

1. Direct selling value chain: (reel)

Product Development and Sourcing, Inventory Management, Sales and Marketing, Order Processing and Fulfillment, Customer Relationship Management (CRM), After-Sales Service, Data Analysis and Reporting.

Caption: ✨ **Exploring the Direct Selling Value Chain!** ✨

Join us as we take you behind the scenes of the direct selling journey. From product development and sourcing to customer relationship management and beyond, discover how each step adds value and enhances your shopping experience. 🛍️👛✨

#DirectSelling #ValueChain #BehindTheScenes #CustomerExperience #IDSA
#IndianDirectSellingAssociation #UmeedonWaliDirectSelling

2. Thu, 28 July **World Nature Conservation Day (Webinar)**

3. Mon, 15 July: **World Youth Skills Day (REEL)**

Post content:

Line 1: Skills are the currency of success."

Line 2: "IDSA supports youth entrepreneurship."

Line 3: "Be one of the inspiring young leaders."

Line 4: "Unlock your potential in direct selling."

Line 5: "Join us in shaping tomorrow's as leaders."

Caption:

✨ **Celebrating World Youth Skills Day with IDSA!** ✨

On this special day, we honor the passion and dedication of young entrepreneurs worldwide. Discover how IDSA empowers youth through skills development in direct selling. Let's equip our future leaders with the tools they need to thrive!

#WorldYouthSkillsDay #YouthEmpowerment #IDSA #DirectSelling #SkillsTraining
#Entrepreneurship #IndianDirectSellingAssociation #UmeedonWaliDirectSelling

4. How Do You Prefer to Connect with Customers?"

- Options:
 - In-Person Meetings
 - Social Media
 - Virtual Events
 - Phone Calls

Caption: 🗨️ How Do You Prefer to Connect with Customers? 🗨️ We want to hear from you!
🙄 What's your preferred method to connect with your customers? Let us know in the comments below!

- ◆ In-Person Meetings
- ◆ Social Media
- ◆ Virtual Events
- ◆ Phone Calls

Your feedback helps us understand the best ways to engage and support our community. Share your thoughts! 🙌

#CustomerConnection #DirectSelling #IDSA #EngagementPost #CustomerEngagement
#Community #IndianDirectSellingAssociation #UmeedonWaliDirectSelling
#CommunityManagement #IDSADirectSellers #DirectSellers

5. What's the Most Rewarding Part of Being a Direct Seller?

Caption: We want to know! What's the most rewarding part of being a direct seller for you? Share your thoughts in the comments below! #DirectSelling #RewardingWork
#IDSACommunity #IndianDirectSellingAssociation #UmeedonWaliDirectSelling

6. What's Your Favorite Direct Selling Product?"

- Options:
 - Health and Wellness
 - Beauty and Personal Care
 - Home and Family
 - Food and Beverages

Caption: 🌟 **What's Your Favorite Direct Selling Product?** 🌟

From enhancing your well-being with health and wellness products to pampering yourself with beauty and personal care essentials, direct selling offers a wide array of choices. Whether it's products for your home and family or delicious food and beverages, we want to know your top pick!

Cast your vote in the comments below and share why it's your favorite! 🎁🌟

#DirectSelling #FavoriteProducts #HealthAndWellness #BeautyAndPersonalCare
#HomeAndFamily #FoodAndBeverages #IDSA #IndianDirectSellingAssociation
#UmeedonWaliDirectSelling

7. Avoid These Common Direct Selling Mistakes! (reel)

Introduction (0-5s)

- Text Overlay: "Are you in direct selling? Avoid these common mistakes!"
- Background: Exciting music, animated IDSA logo intro.

Mistake 1: Lack of Product Knowledge (5-10s)

- Visual: Person looking confused with product brochures.
- Text Overlay: "1. Lack of Product Knowledge"
- Voiceover: "Know your products inside and out to gain customer trust."

Mistake 2: Overpromising (10-15s)

- Visual: Someone making grand promises to a customer.
- Text Overlay: "2. Overpromising"
- Voiceover: "Set realistic expectations to build long-term relationships."

Mistake 3: Not Following Up (15-20s)

- Visual: Phone with missed follow-up reminders.
- Text Overlay: "3. Not Following Up"
- Voiceover: "Follow up with your customers to show you care."

Mistake 4: Ignoring Training (20-25s)

- Visual: Skipping a training session.
- Text Overlay: "4. Ignoring Training"
- Voiceover: "Continuous learning keeps you ahead in the game."

Mistake 5: Hard Selling (25-30s)

- Visual: Aggressively pushing products on a reluctant customer.
- Text Overlay: "5. Hard Selling"
- Voiceover: "Focus on relationship-building over hard selling."

Conclusion (30-35s)

- Visual: Smiling direct seller engaging positively with a customer.
- Text Overlay: "Avoid these mistakes for a successful direct selling journey!"
- Voiceover: "Avoid these mistakes for a successful direct selling journey!"

Call to Action (35-40s)

- Text Overlay: "Follow us for more tips! @IndianDirectSellingAssociation"
- Background: Upbeat music, IDSA logo outro.

Caption: 🌟 **Avoid These Common Direct Selling Mistakes!** 🌟

Are you in direct selling? Watch this reel to learn the top mistakes to avoid for a successful journey!

1. Lack of Product Knowledge: Know your products inside and out to gain customer trust.
2. Overpromising: Set realistic expectations to build long-term relationships.
3. Not Following Up: Follow up with your customers to show you care.
4. Ignoring Training: Continuous learning keeps you ahead in the game.
5. Hard Selling: Focus on relationship-building over hard selling.

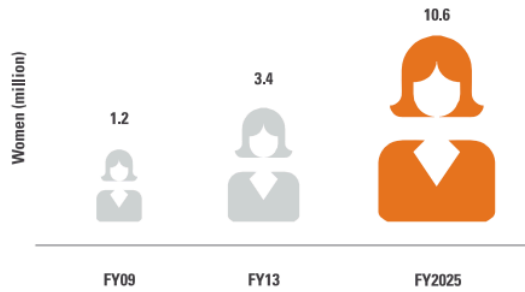
Avoid these pitfalls and elevate your direct selling game today!

#DirectSelling #AvoidMistakes #IDSA #EntrepreneurTips #BusinessSuccess
#IndianDirectSellingAssociation #UmeedonWaliDirectSelling

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With the potential to economically empower ~11 million women

Women empowerment



8.

9. Direct selling is essentially the marketing of products and services directly to consumers in a person-to-person manner, away from permanent retail locations.