



Direct Option

By Bartlett R

Texas A & M University Press. Hardback. Book Condition: new. BRAND NEW, Direct Option, Bartlett R, Party plans, individual calls, customer lists - this hands-on guide to a career in direct selling introduces readers to one of the fastest-growing sectors of the American economy. Companies such as Avon, Mary Kay, Shaklee, Amway, and Discovery Toys offer careers - part- or full-time - to millions of Americans, nine out of ten of whom are women. The beauty of direct selling is the ease of entry: low cost, no educational requirements, no age, ethnic, disability, or other barrier to achieving success. This book, written by a professional with forty years' experience in different aspects of direct sales, tells the stories of real people from various companies currently making excellent incomes in the field. It also presents the basics of deciding whether this is the right career move, choosing a direct sales organization, setting up a business, and following through to success. The role of direct sales in the larger economy, the ethics of direct selling, and the prospects for international expansion are all explained.



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