

# An Introduction to Direct Selling

This seminar is for you if you are:

- Looking to launch a Direct Sales Business in the UK
- Planning to expand your existing operation
- Looking to increase your routes to market

...and your business would benefit from a UK Sales Force



**PAN European**  
*Solutions*

*The Specialist European Consultancy for Direct Selling*



...of 2,000+ people all selling your products and services!

Take this opportunity to get **individual, customised advice from an accomplished, multi-disciplinary team of Direct Sales experts** with unrivalled UK and European experience.

**Date & Time:** Thursday, 29<sup>th</sup> June 2017 from 11.00 am – 4.00 pm.

**Location:** Amway Experience Centre, 7-9 Victoria House, 37 Southampton Row, London WC1B 4DA

<b>Speakers:</b>	<b>Allan Bell</b>	Formerly CEO of Body Shop at Home
	<b>Pam Anthony</b>	Recruitment and HR Consultant
	<b>Nick Mallett</b>	Consultant, DMH Stallard LLP
	<b>Lynda Mills</b>	Director General, Direct Selling Association



# PAN European Solutions

*The Specialist European Consultancy for Direct Selling*



## What our delegates say:

*"All the speakers were extremely knowledgeable in their areas as well as about the DSA, this was a great introduction, thank you."*

*"...very informative and engaging; it was good how the seminar was broken up in short sections – easier to take in information. Length of the seminar was good."*

*"All of the speakers were excellent!  
I would definitely come to another seminar"*

*"...format well planned; good group and felt at ease to contribute."*

## The seminar is suitable for:

- Managing Directors
- Chief Executive Officers
- Small Business Owners
- Business Development Managers
- Sales Directors
- Corporate Executives with no prior Direct Sales experience

## Register now:

+44 (0)344 967 4798

[pam@paneurosolutions.com](mailto:pam@paneurosolutions.com)

## Topics that will be covered are:

- Overview of the Direct Selling Industry in the UK
- How to define your strategy
- The implications and opportunities of an independent, self-employed sales force
- Sales, Marketing, Finance
- Legal and Taxation obligations
- Case Study from a new Direct Sales company enjoying success

## What you will take away from the seminar:

- Information on who to go to for help and support
- An insight into your Sales Force and how to reward and motivate them
- An understanding of your legal and taxation obligations
- Advice on how to avoid the pitfalls
- Expertise from Speakers with a combined 50+ years' experience and success in the industry
- ALL of your questions answered in an informal, confidential environment

[pam@paneurosolutions.com](mailto:pam@paneurosolutions.com)

**Seminar cost** : £199.00 inc. VAT (includes light lunch and refreshments)  
Special discounts for DSA Member Companies and Suppliers

**Register now:** Call PAN European Solutions on +44 (0)344 967 4798, or  
email us at [pam@paneurosolutions.com](mailto:pam@paneurosolutions.com)