INDUSTRY | PROFESSIONAL DEVELOPMENT | WOMEN

Direct Selling – Reaching the Diversity of Women, the Powerful 85% Niche

Young and mature women represent incredible growth opportunities for organizations. These women control 85% or more of all purchase decisions in America.

by **Miriam Muley**

798 words | 3 pages

Latina, Black and Asian women of color are an economically vibrant audience. Young and mature women represent incredible growth opportunities for organizations. These women control 85% or more of all purchase decisions in America. Combined, women of color generate $1 trillion in consumer purchasing power. This number has grown from $200 Billion in 1990. By 2010, the buying power of women color will rise to $1.2 Trillion - a 20% increase over 2007 levels. And women overall control $4 trillion dollars in America alone!

The 54 million women of color in this country earn more and own more than any other time in recorded history and there is no evidence of progress slowing down.

> ***They represent a dynamic opportunity for all industries, including the direct selling industry.***

With the buying power that she commands, women of color spend across many different categories... from cosmetics, skin care, fragrance, hair care, apparel, home appliances, wellness products, jewelry, vacation and travel services, consumer electronics, and much, much more.

Here are some important facts that support the vibrancy and power of the multi-influential women of color market:

More than half, 56%, of all women of color are single.
This includes divorced, widowed, and never married women aged 15 and older. She is responsible for making decisions in her household and is often the single bread winner. Direct selling is a perfect opportunity for her to create a new income stream and own her own business.

Women of color are younger, more self-dependent, and less reliant on a mate for their economic well being than their Caucasian counterparts.

> ***This means they are the Chief Operating Officer of their households and decide which products will make it through the gates of her home and be used by her entire family.***

As a direct seller, you will want to make sure that your products are customized to meet the needs of diverse audiences and that you communicate their benefits in a way that is culturally relevant.

Women and women of color are a powerful referral source.
To the extent that you are able to secure the trust and respect of a woman and woman of color, you will create a built-in referral source. She will refer up to 26 individuals to a source if she is happy with their service. Men, on the other hand, will refer an average of 11 people. You want to make sure you provide outstanding customer service to women of color so that she will become your ally. You will also want to make sure that you train your current consultants on how to effectively sell to diverse women so that you gain their trust and loyalty. And, of course, you'll want to make sure that you have a solid diversity recruitment program in place.

The bottom line is that increasing your relationships with diverse and multicultural consumers – those who are ethnically diverse as well as those who are young and mature--shouldn't be viewed passively. This is just a better way of doing business.

The newly created DSWA Diversity Center (www.directsellingdiversitycenter.com) can help you create customized programs to effectively connect with this audience - as consumers, as consultants, and as employees of your company. We have books, such as *The 85% Niche: The Power of Women of All Colors* and, *The Absolute Best Way for African American Women to Make Money* available on our website, along with workshops, blogs, training CD's, articles and news links that will help you grow your business with diverse customers.

There is a clear and well-documented opportunity to grow market share among the trillion dollar diverse women's market.

> ***A monolithic, one-size-fits all approach used to market to women will not yield the level of success that a targeted segmentation strategy holds for companies.***

We encourage you to visit the DSWA Diversity Center to learn more about the significant business potential represented by Diversity.

Miriam Muléy
Chair, Direct Selling Women's Alliance Diversity Center
CEO & Author, The 85% Niche: The Power of Women of All Colors.

For more information visit www.directsellingdiversitycenter.com or call Miriam Muléy, Chair of the Diversity Center at 313-885-5220.