LA VENDITA DIRETTA. INDAGINE EUROPEA 2023

Presentazione del Quadro italiano

Enzo Risso
Direttore scientifico di Ipsos e prof. di audience studies Università La Sapienza Roma

26 settembre 2023

seldia The European Direct Selling Association In collaborazione con dse direct selling europe

GAME CHANGERS

Ipsos

EUROPEAN PUBLIC AFFAIRS Ipsos

METODOLOGIA

Italia 9712 intevistati

Metodologia (Studio completo)

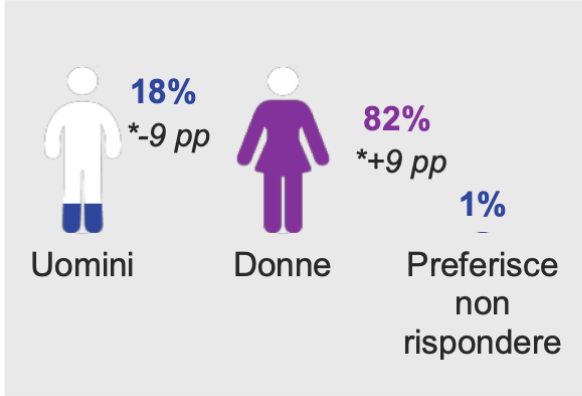
- Il sondaggio è stato condotto online.
- Gli intervistati sono stati invitati a partecipare dalle aziende o dalle
- associazioni nazionali di vendita diretta affiliate a Seldia o a DSE.
- Il lavoro sul campo è stato condotto tra il 27 marzo e il 21 aprile 2023.
- In totale sono stati completati 25.896 sondaggi nei 12 Paesi coinvolti.

CHI SONO E LE MOTIVAZIONI

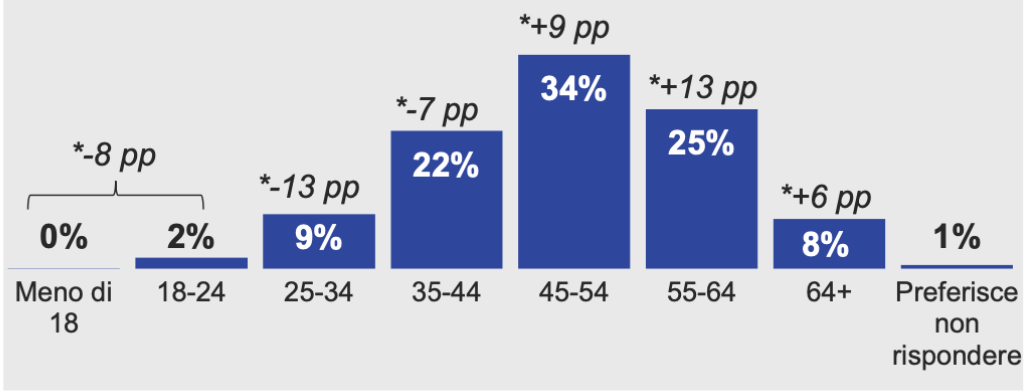
1

CHI SONO

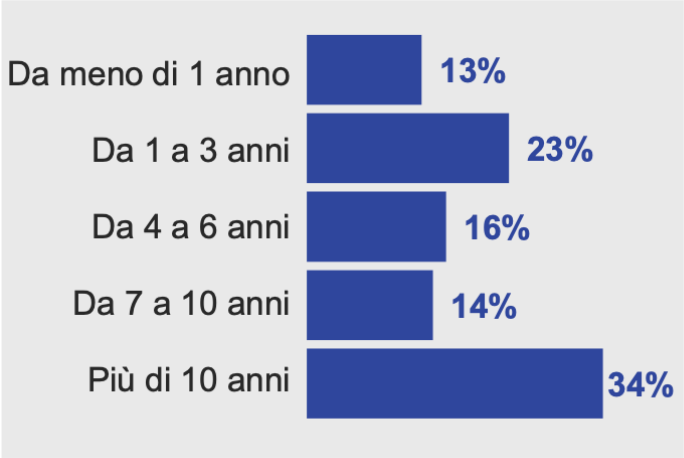
GENERE



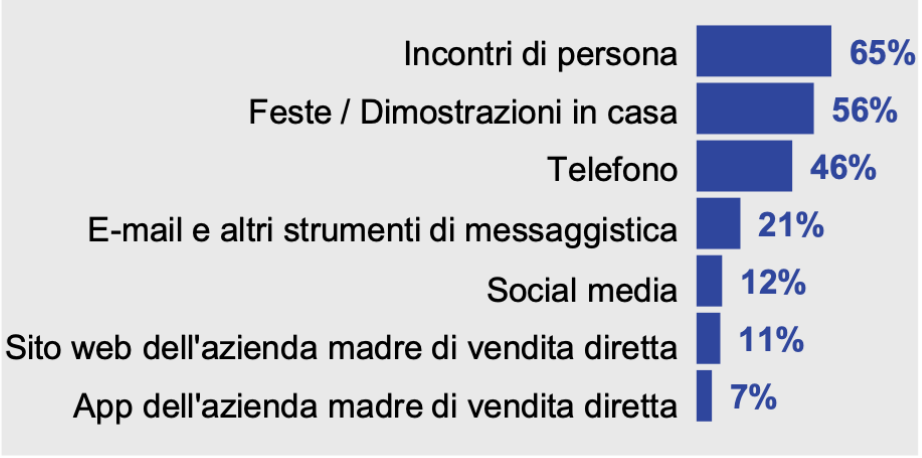
ETÀ



TEMPO TRASCORSO NELLA VENDITA DIRETTA

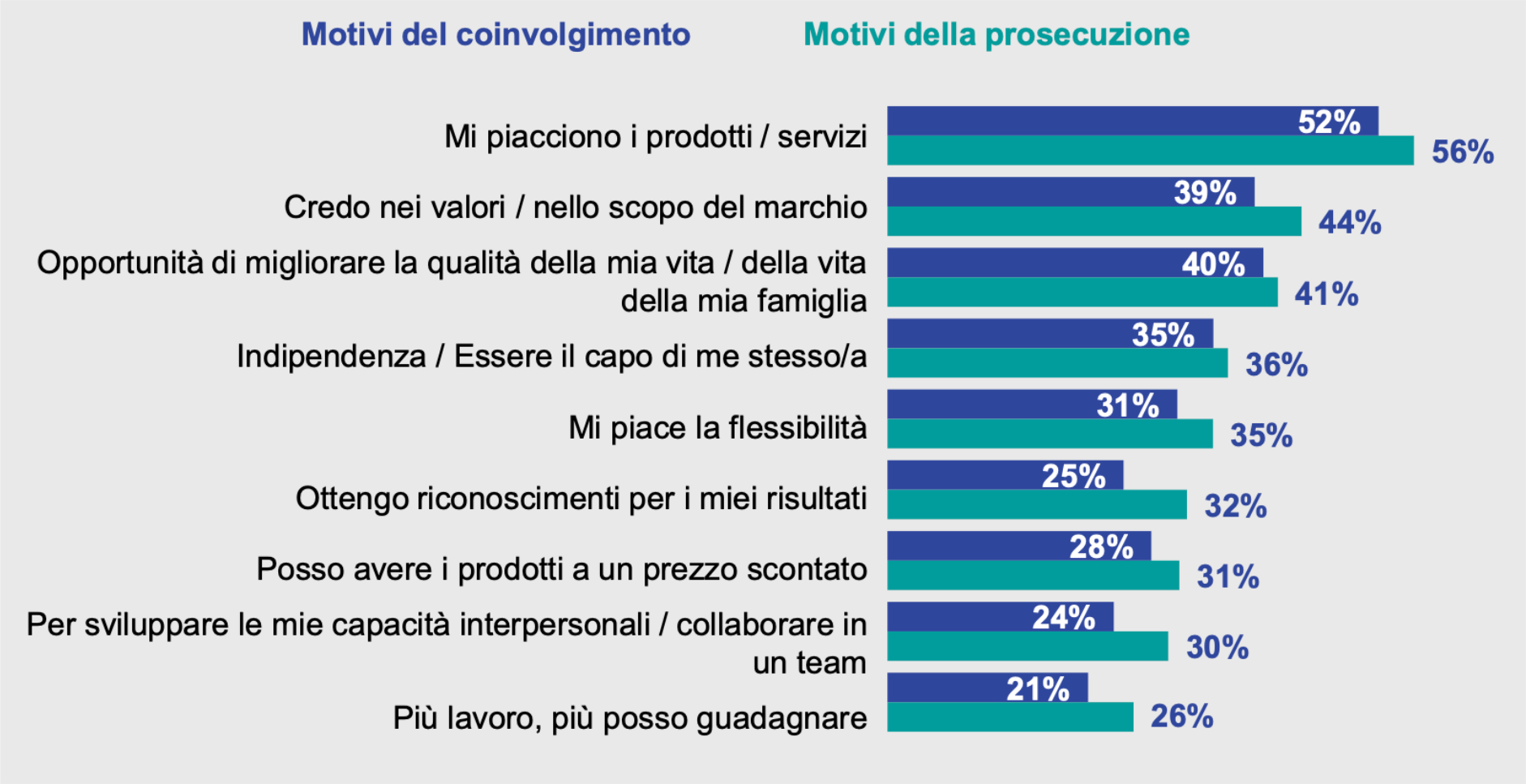


CANALI PRINCIPALI PER GLI ORDINI



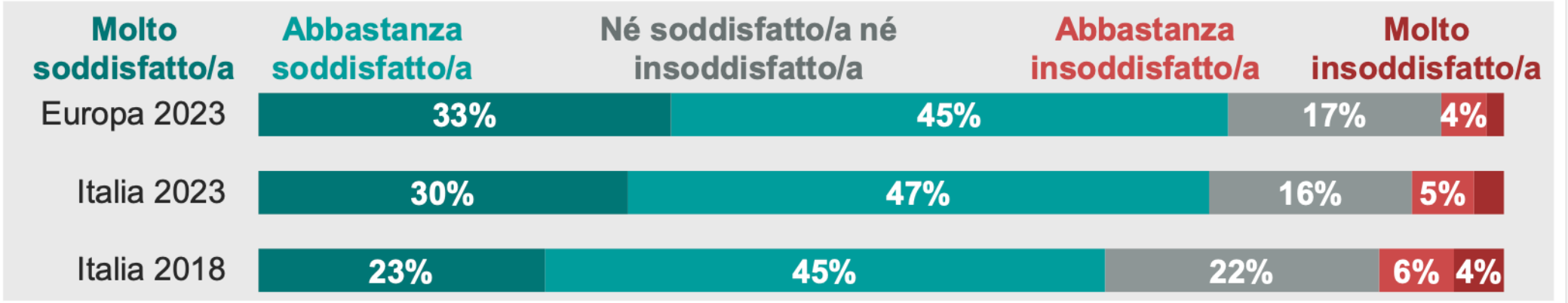
MOTIVAZIONI

RAGIONI DEL COINVOLGIMENTO NELLA VENDITA DIRETTA

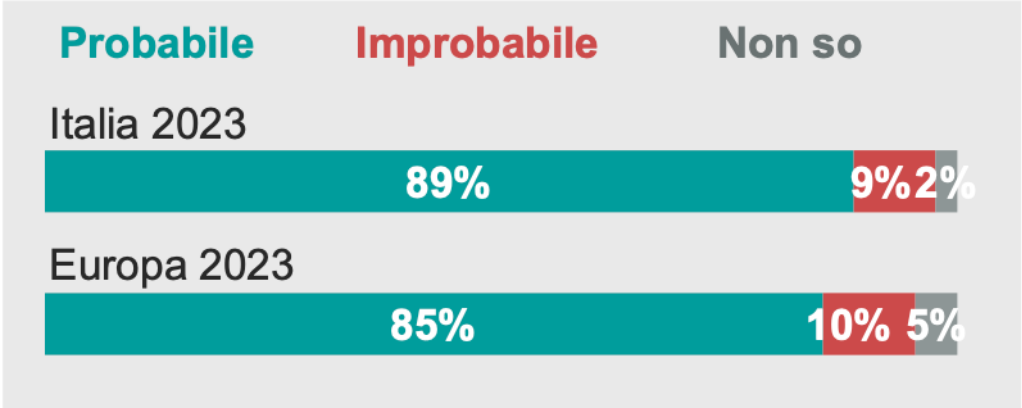


SODDISFAZIONE

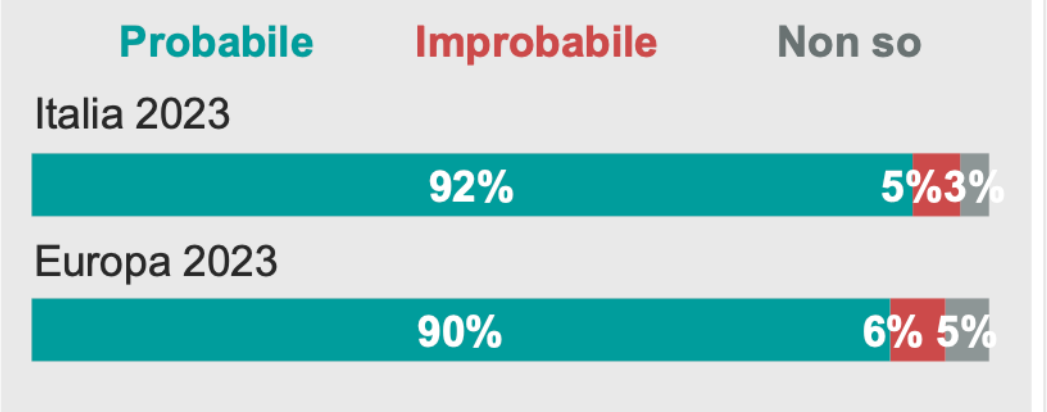
SODDISFAZIONE LAVORATIVA



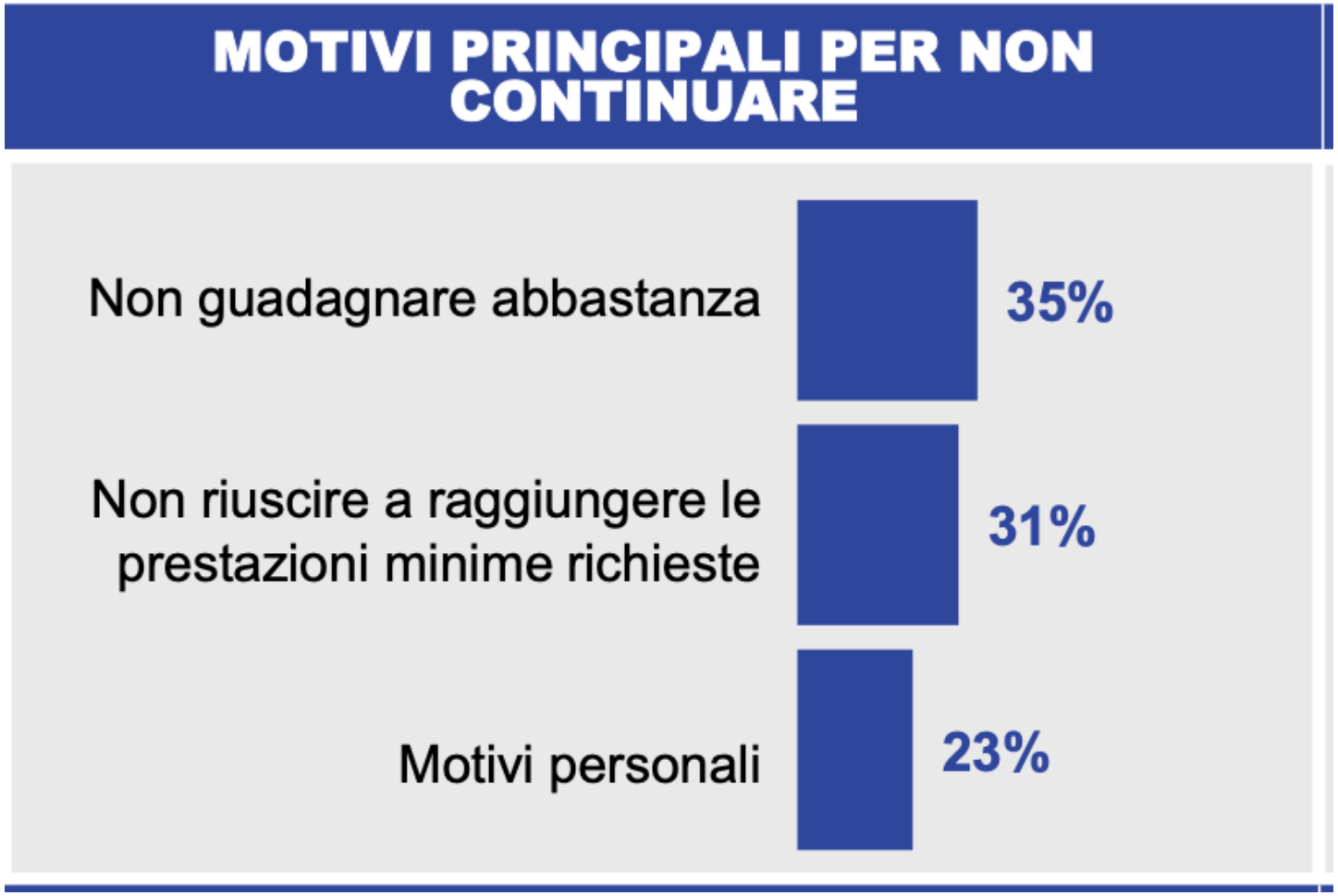
PROBABILITÀ DI RACCOMANDARE L'AZIENDA...



...E CONTINUARE A RAPPRESENTARLA

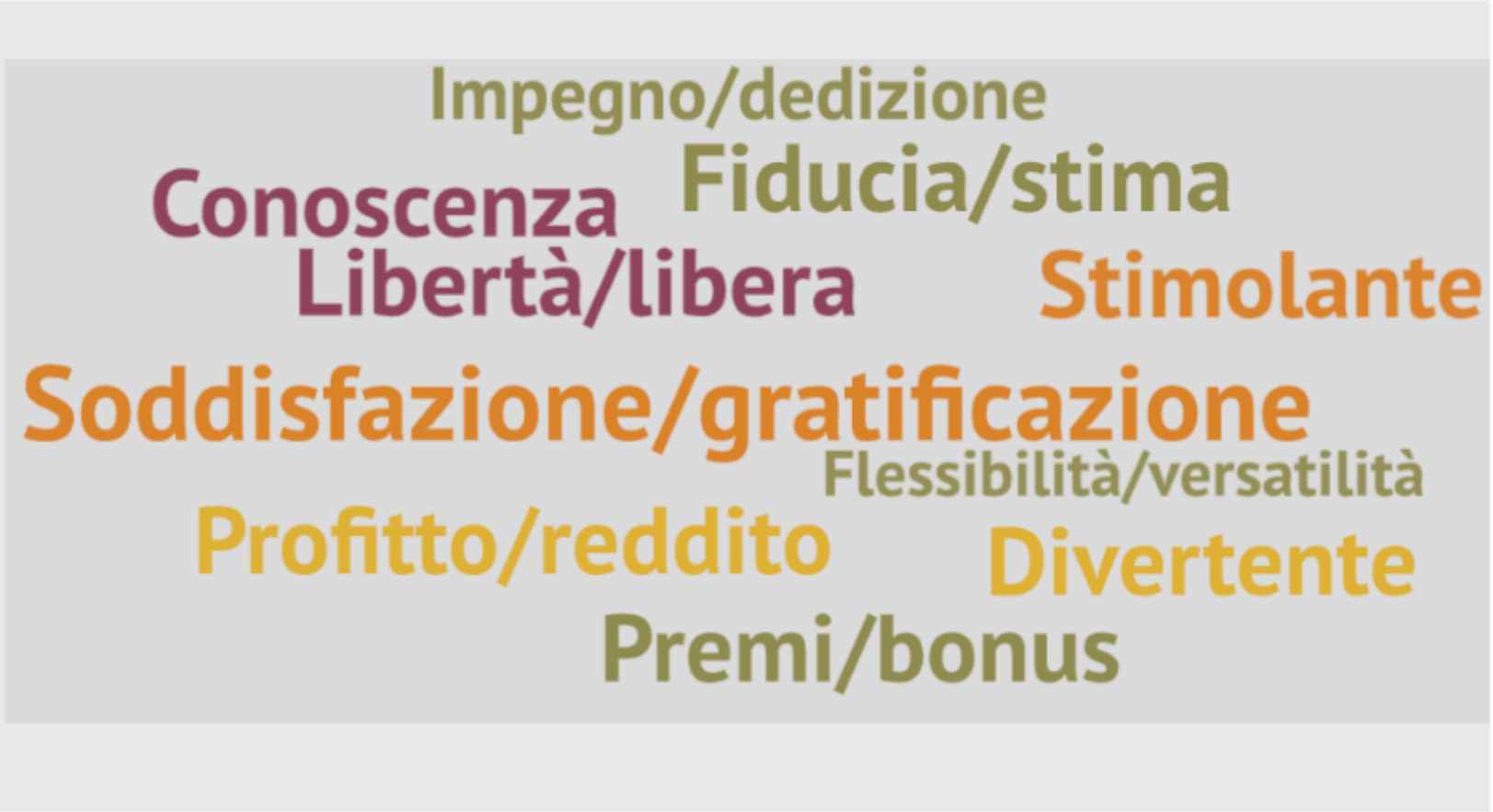


MOTIVAZIONI PER NON CONTINUARE

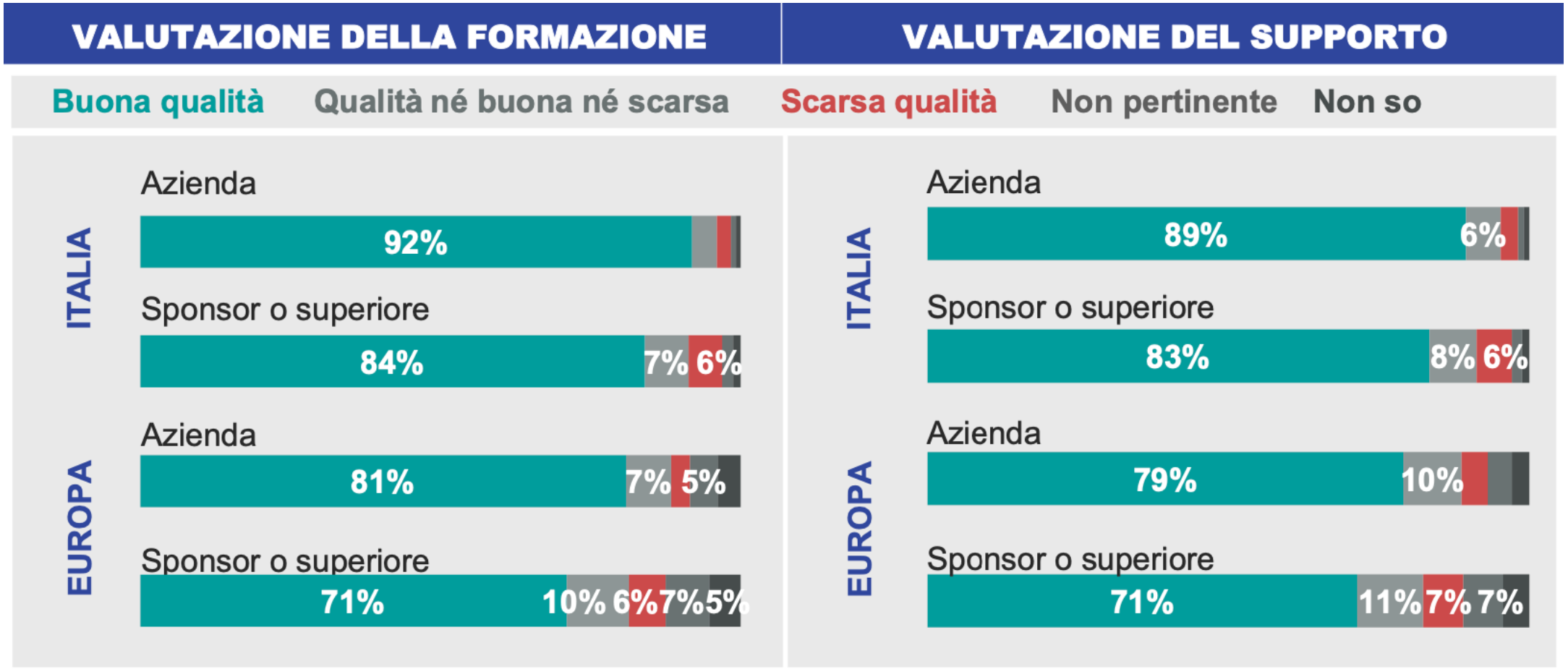


LE PAROLE CHE DANNO SENSO ALLA VENDITA DIRETTA

PRINCIPALI PAROLE ASSOCIATE ALLA VENDITA DIRETTA



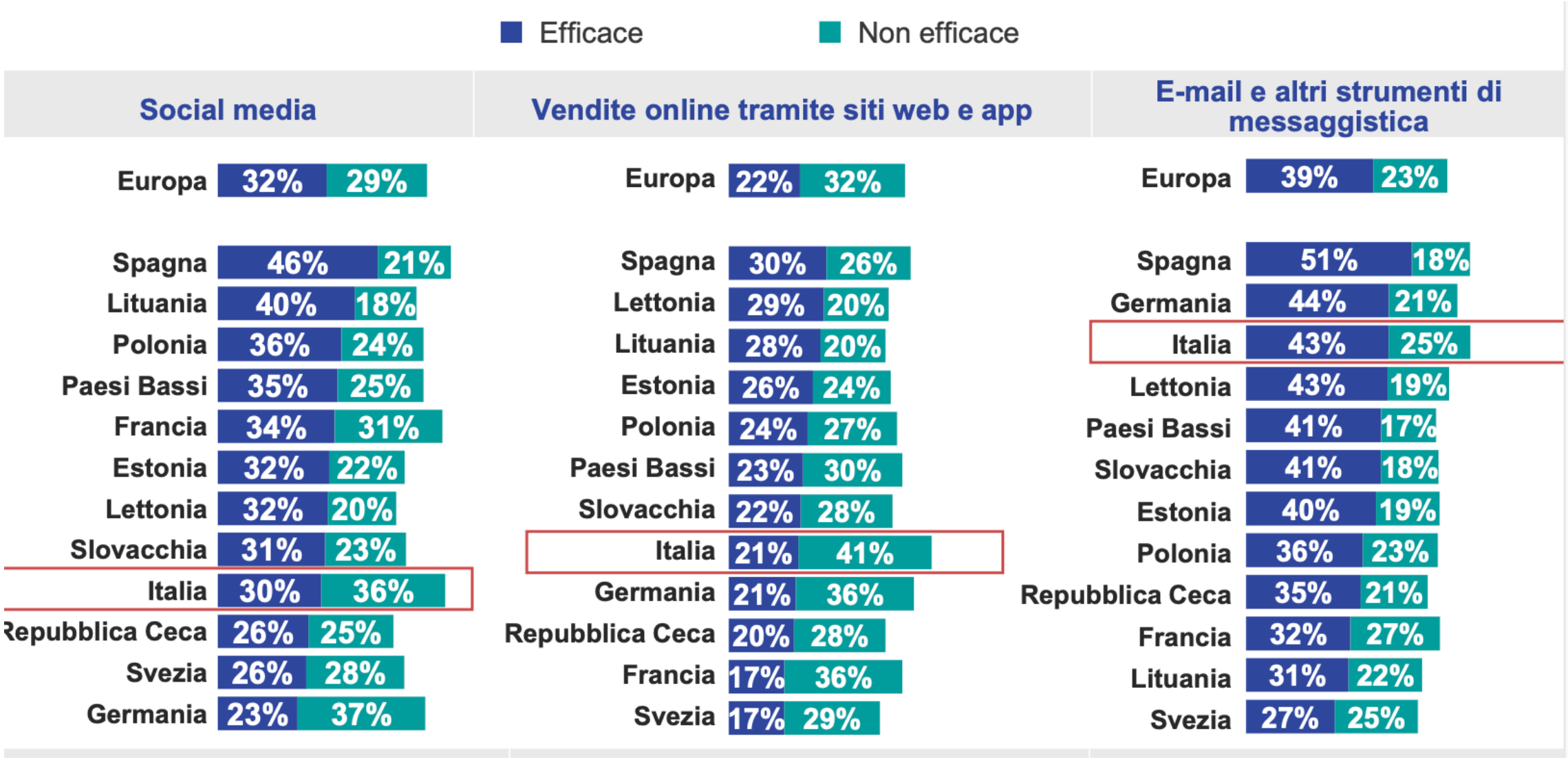
LA VALUTAZIONE DELLA FORMAZIONE



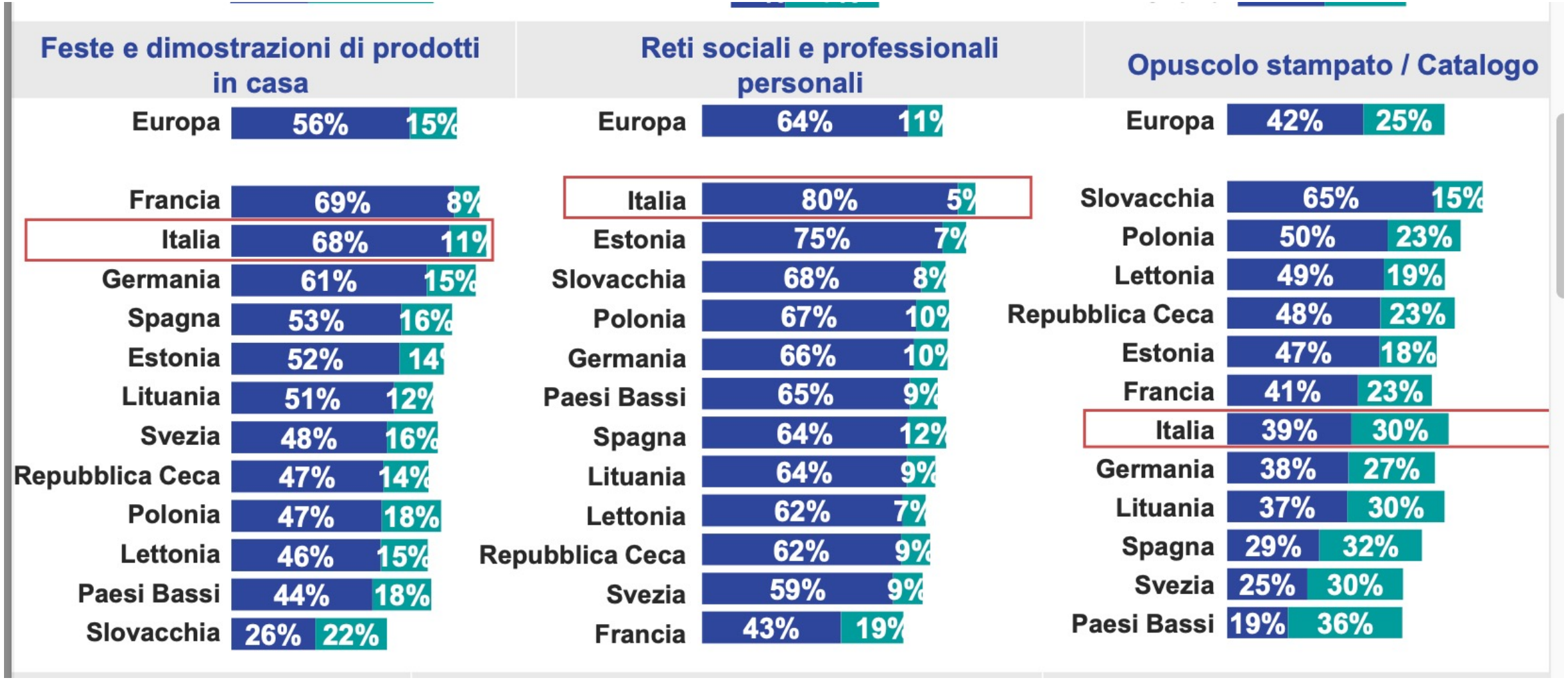
METODI DI VENDITA EFFICACIA A CLIENTI ESISTENTI

2

EFFICACIA DI SOCIAL, SITI E APP, MESSAGGISTICA



EFFICACIA DI FESTE, RETI, CATALOGO



EFFICACIA DI TELEFONO, INCONTRI, PORTA A PORTA

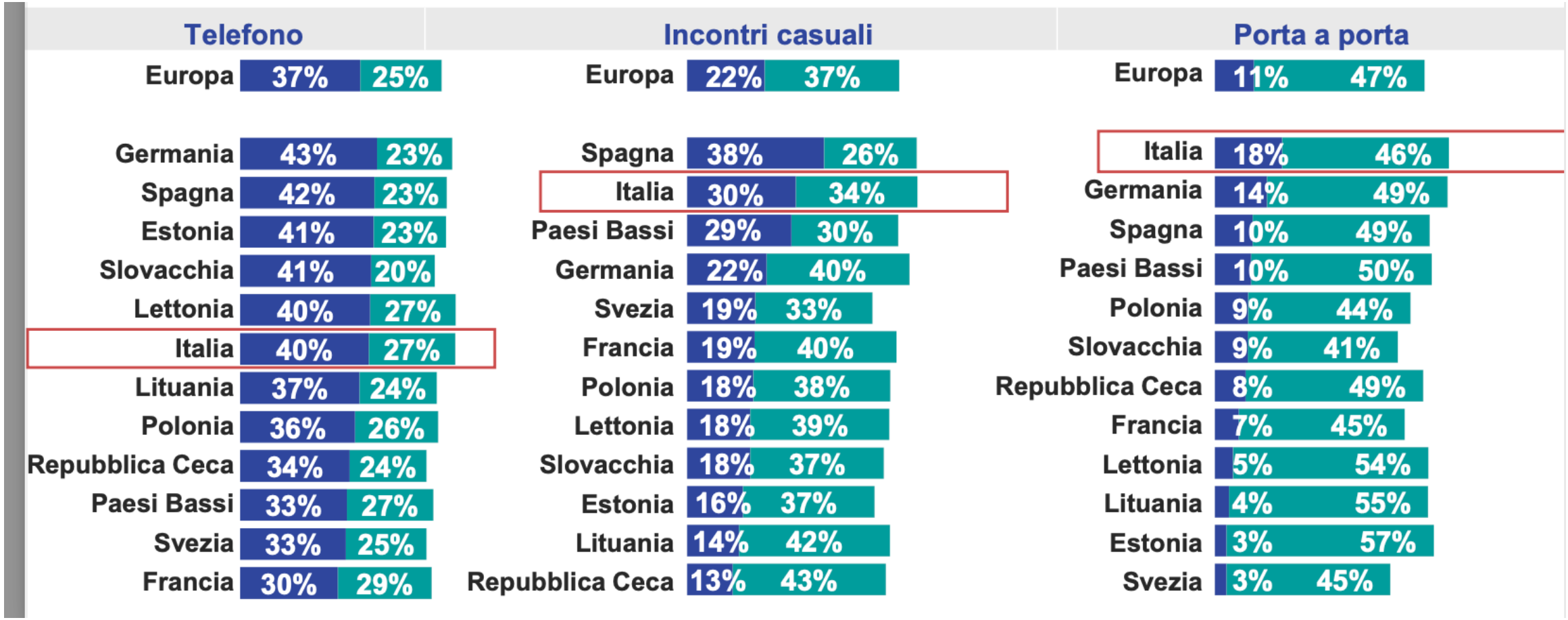
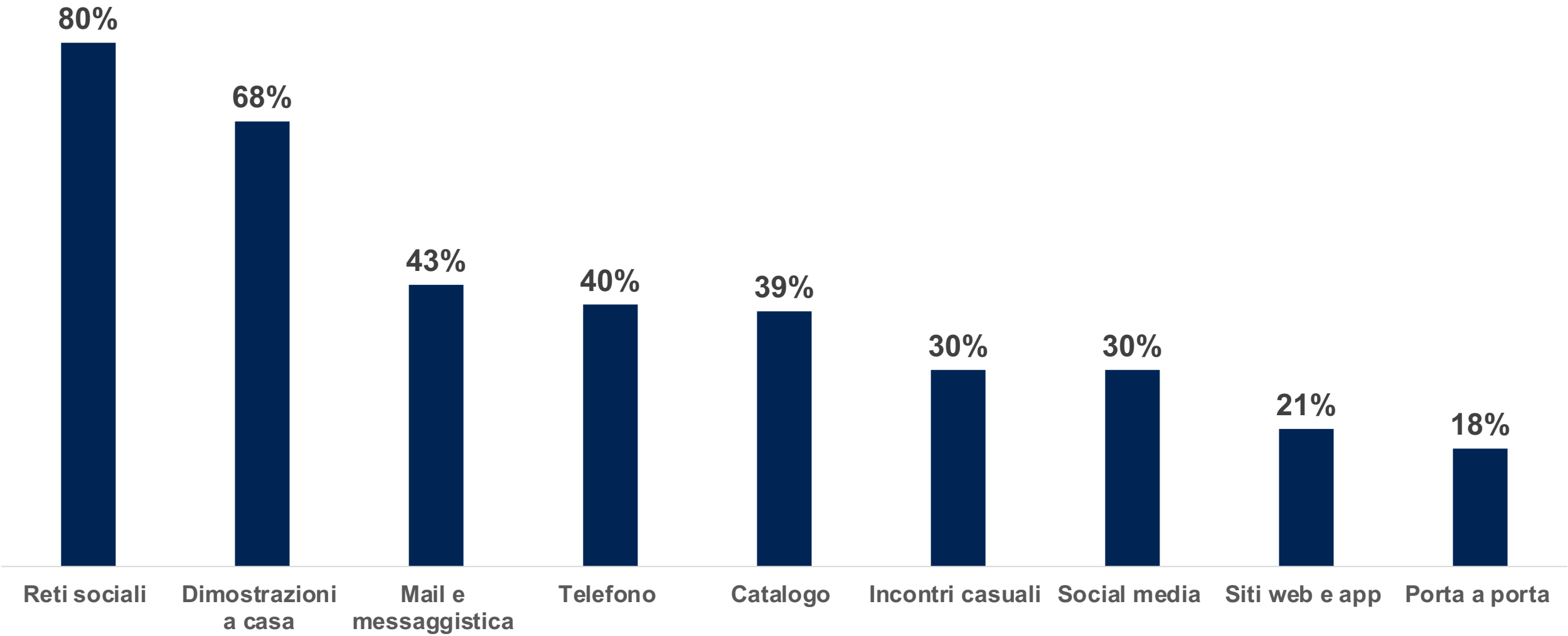


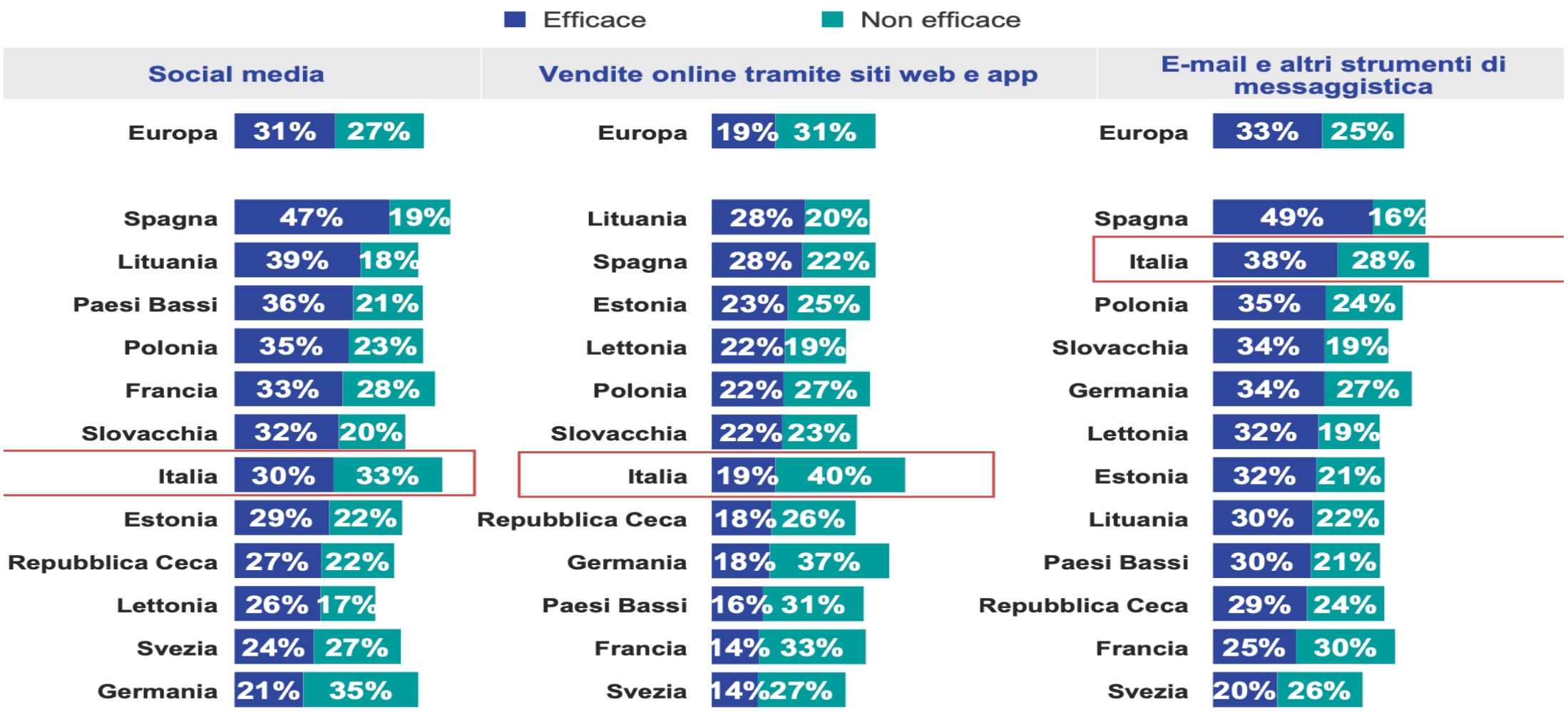
TAVOLA RIASSUNTIVA EFFICACIA STRUMENTI PER CLIENTI



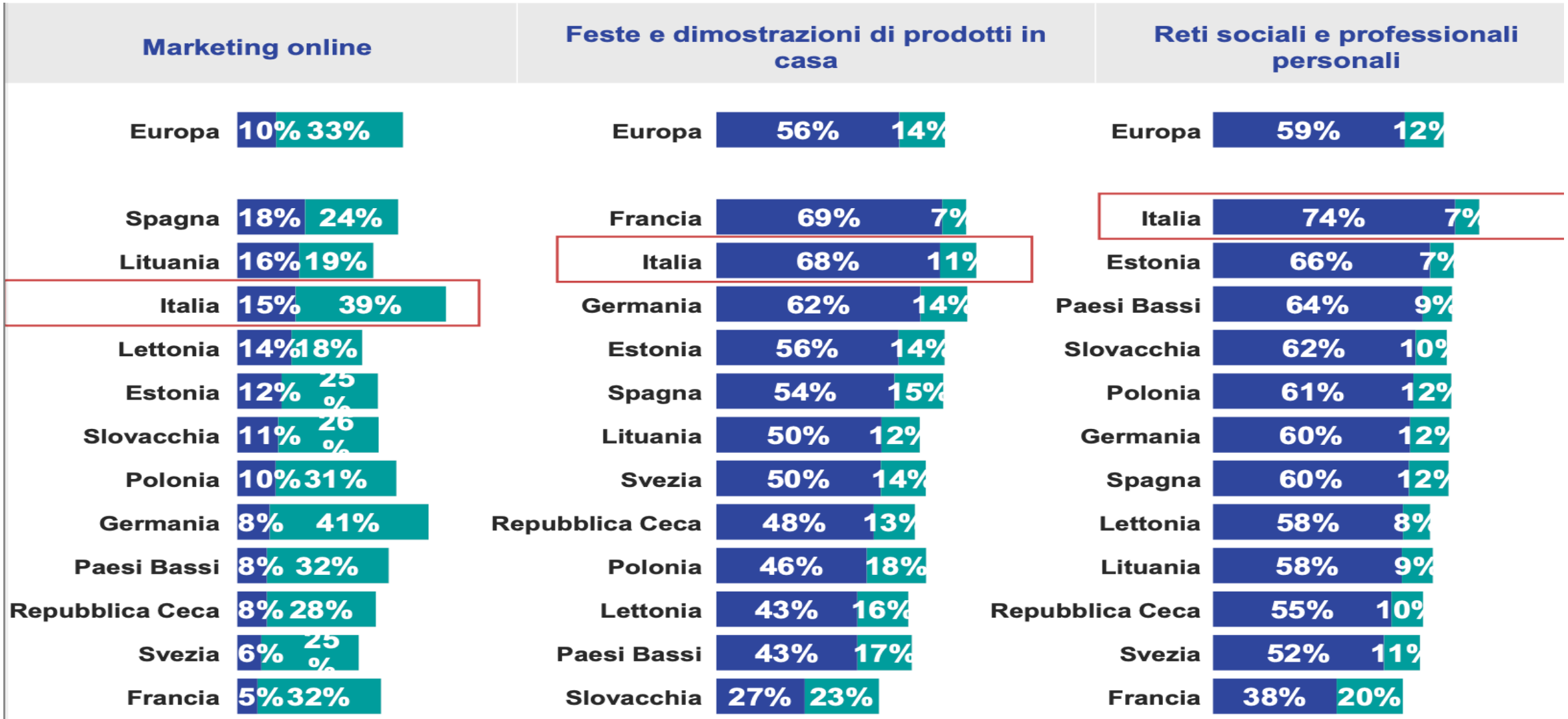
METODI DI VENDITA EFFICACIA A CLIENTI POTENZIALI

3

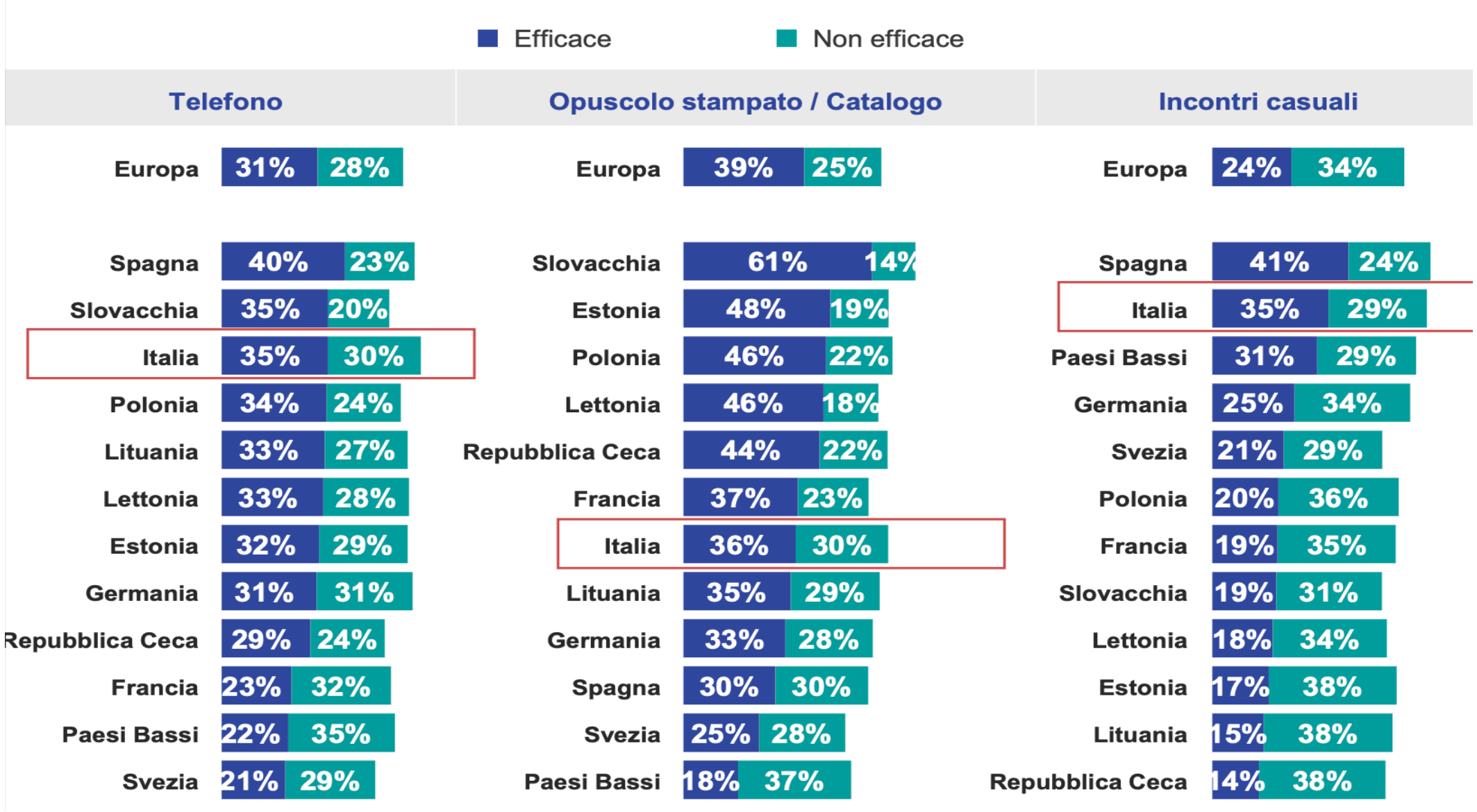
EFFICACIA DI SOCIAL, SITI E APP, MESSAGGISTICA



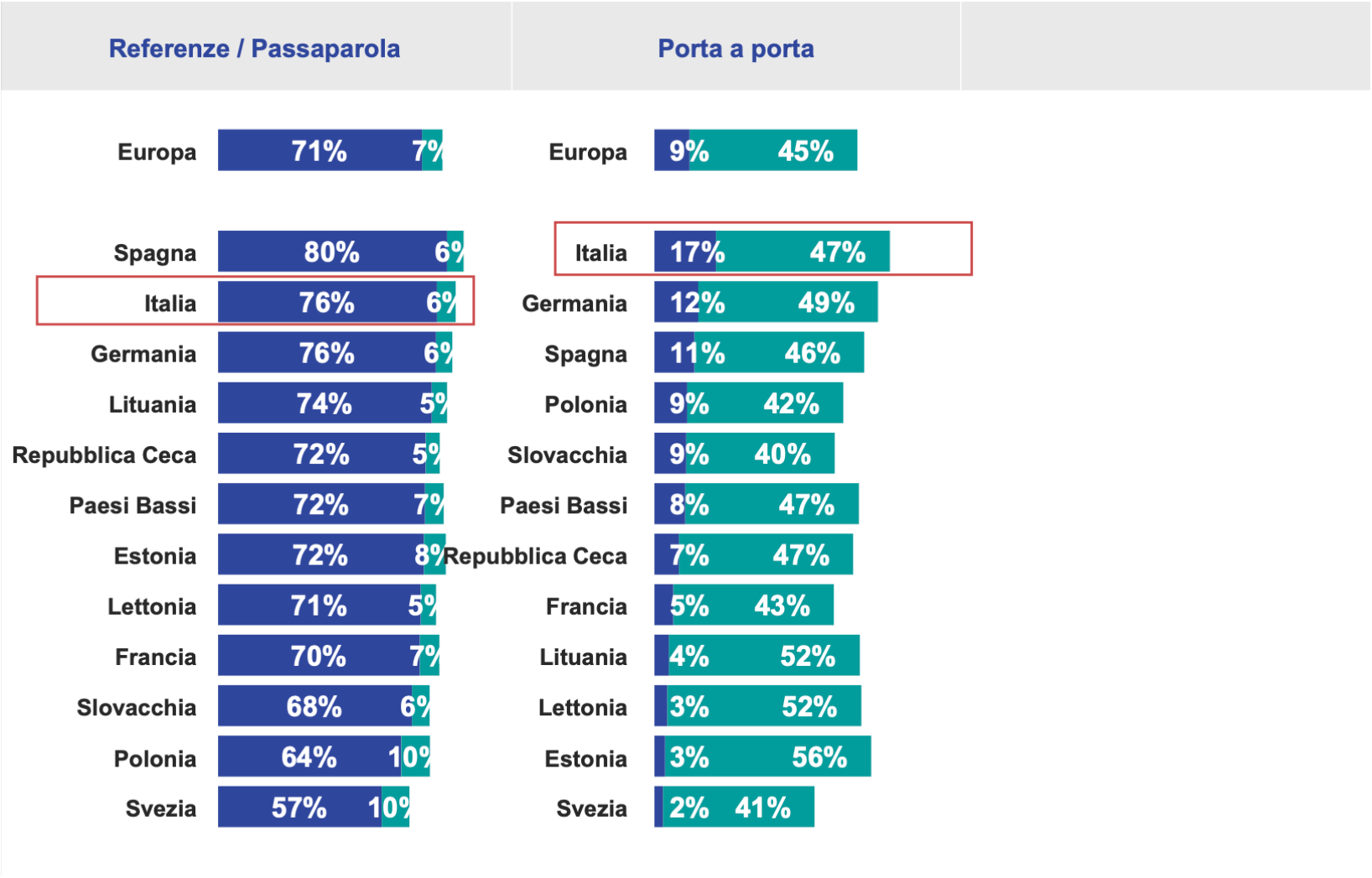
EFFICACIA DI MARKETING ON LINE, DIMOSTRAZIONI, RETI



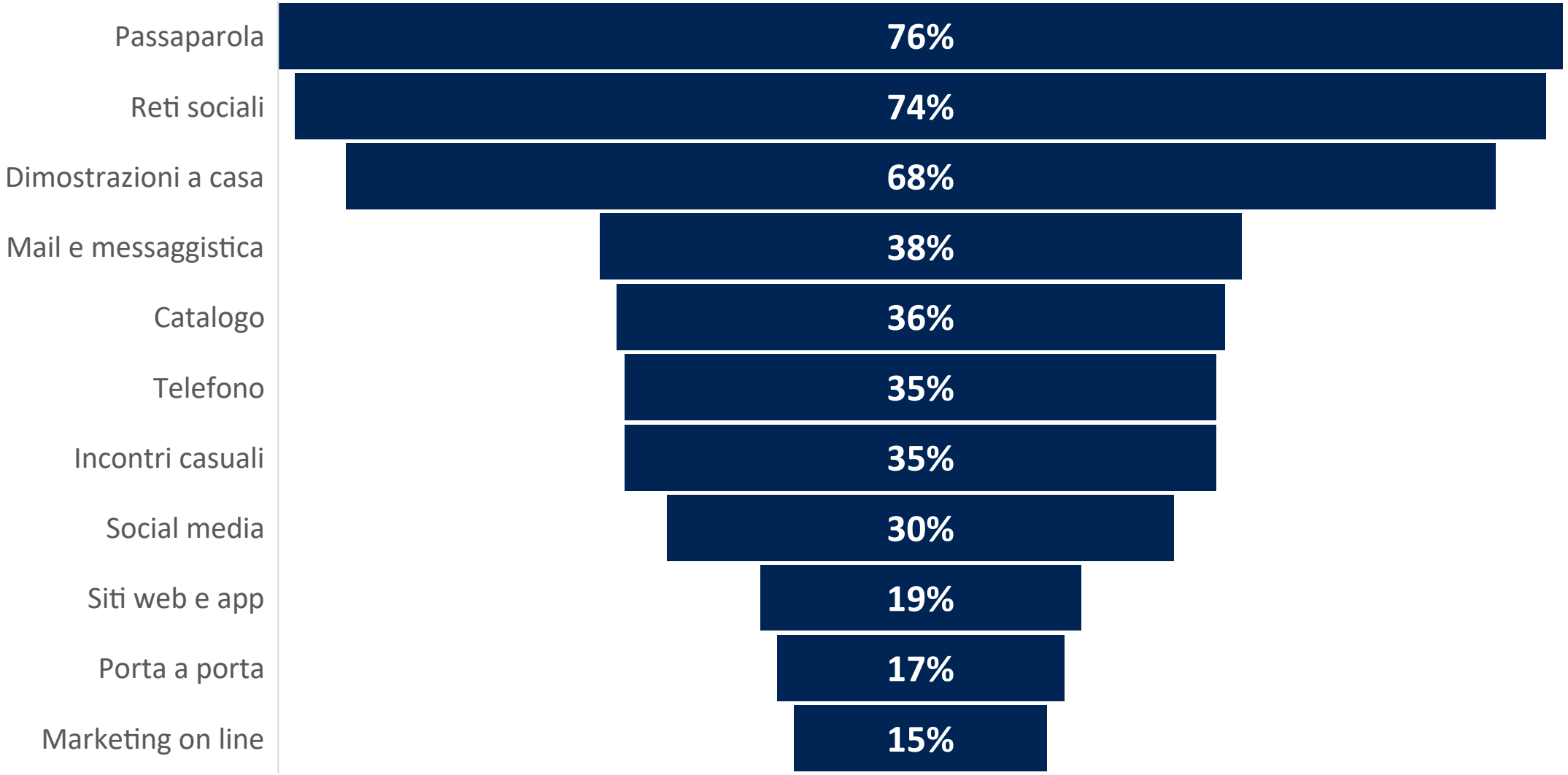
EFFICACIA DI TELEFONO, CATALOGO, INCONTRI CASUALI



EFFICACIA DI PASSAPAROLA E PORTA A PORTA



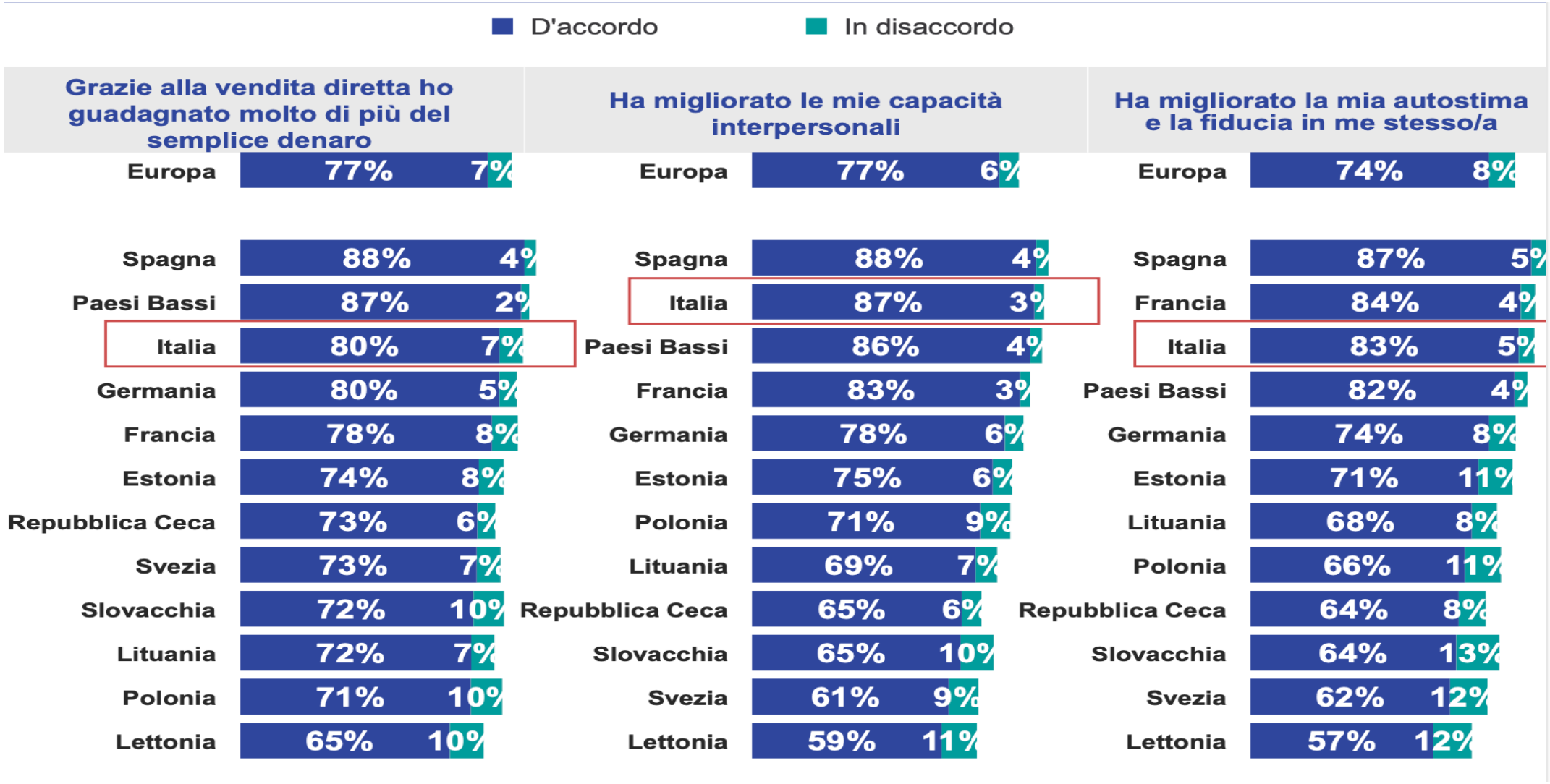
MAPPA RIASSUNTIVA DELL'EFFICACIA DEGLI STRUMENTI



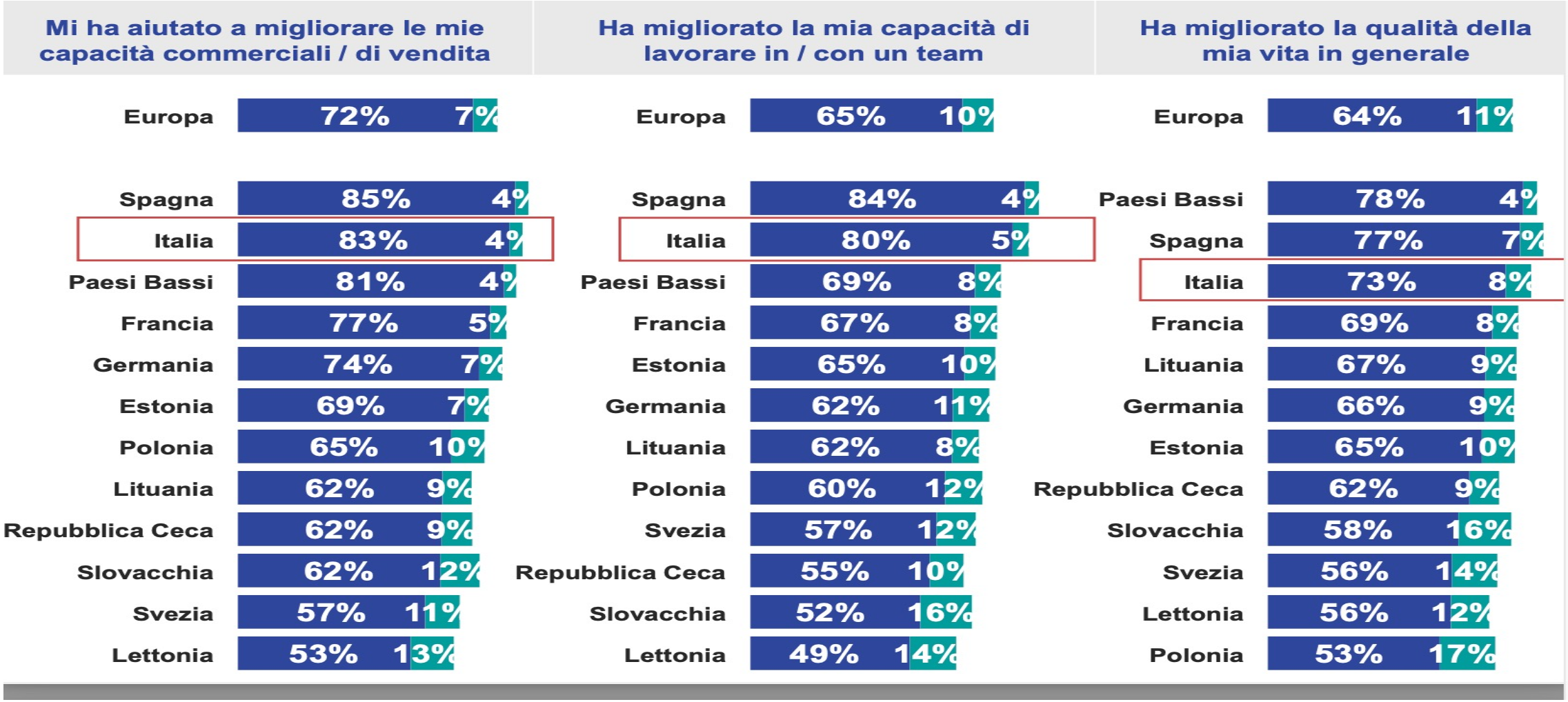
COMPETENZE ACQUISITE

4

OLTRE IL DENARO, MIGLIORATO AUTOSTIMA E RELAZIONI



MIGLIORATO CAPACITÀ COMMERCIALI, TEAM E QUALITÀ VITA



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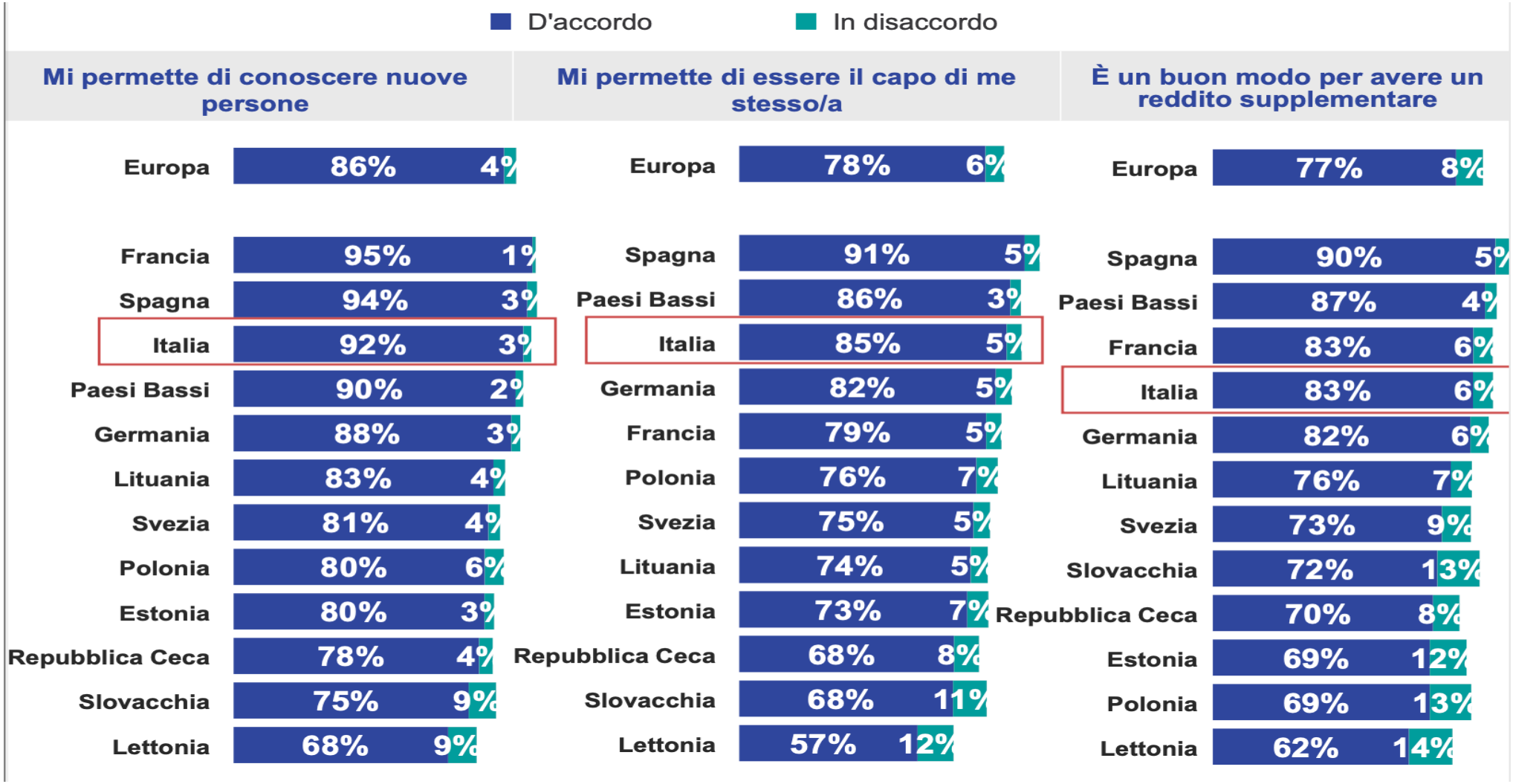
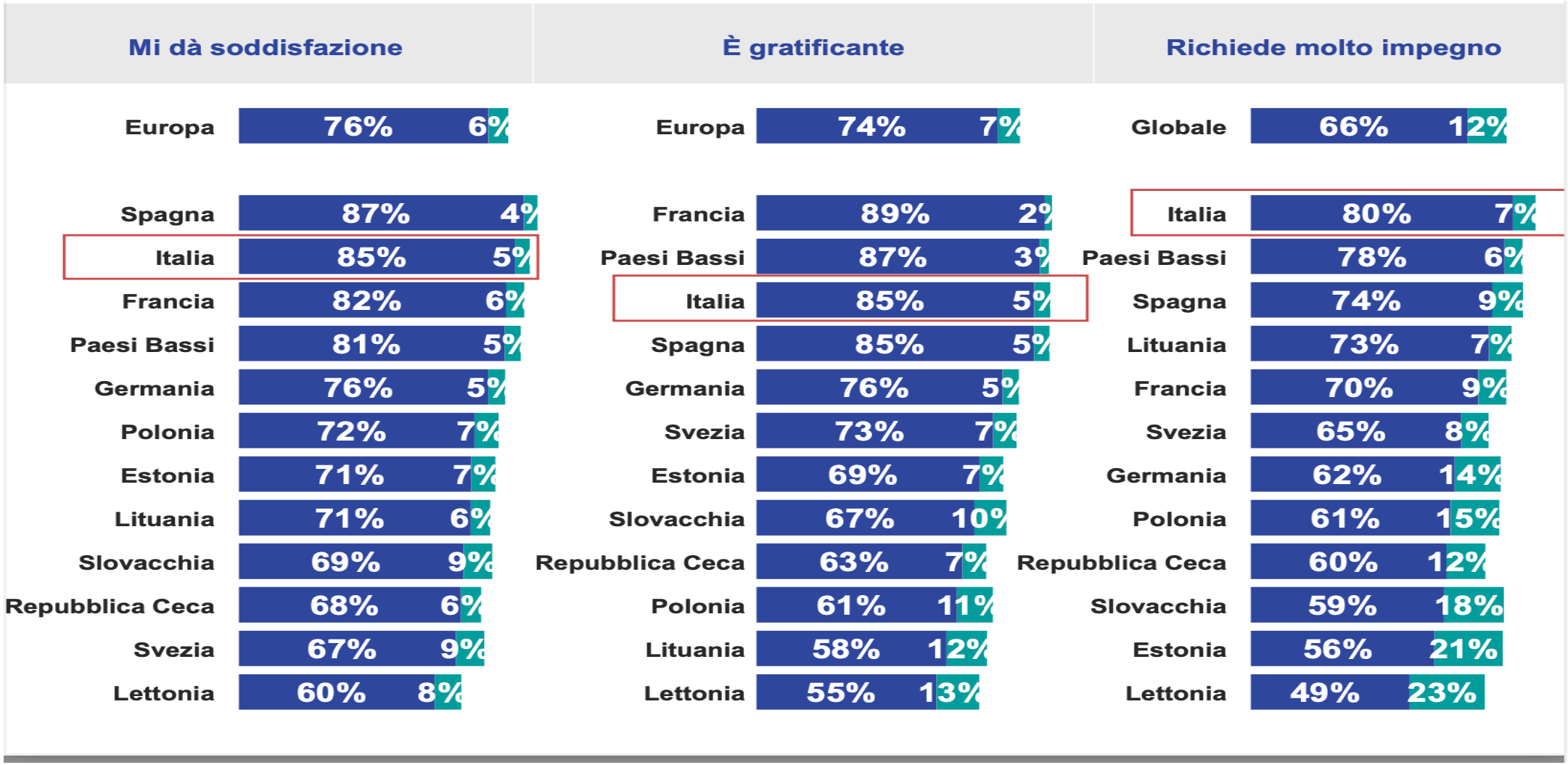
OPPORTUNITA’



SENSAZIONI


Mi dà soddisfazione
Europa 76% 6%
Spagna 87% 4%
Italia 85% 5%
Francia 82% 6%
Paesi Bassi 81% 5%
Germania 76% 5%
Polonia 72% 7%
Estonia 71% 7%
Lituania 71% 6%
Slovacchia 69% 9%
Repubblica Ceca 68% 6%
Svezia 67% 9%
Lettonia 60% 8%
È gratificante
Europa 74% 7%
Francia 89% 2%
Paesi Bassi 87% 3%
Italia 85% 5%
Spagna 85% 5%
Germania 76% 5%
Svezia 73% 7%
Estonia 69% 7%
Slovacchia 67% 10%
Repubblica Ceca 63% 7%
Polonia 61% 11%
Lituania 58% 12%
Lettonia 55% 13%
Richiede molto impegno
Globale 66% 12%
Italia 80% 7%
Paesi Bassi 78% 6%
Spagna 74% 9%
Lituania 73% 7%
Francia 70% 9%
Svezia 65% 8%
Germania 62% 14%
Polonia 61% 15%
Repubblica Ceca 60% 12%
Slovacchia 59% 18%
Estonia 56% 21%
Lettonia 49% 23%

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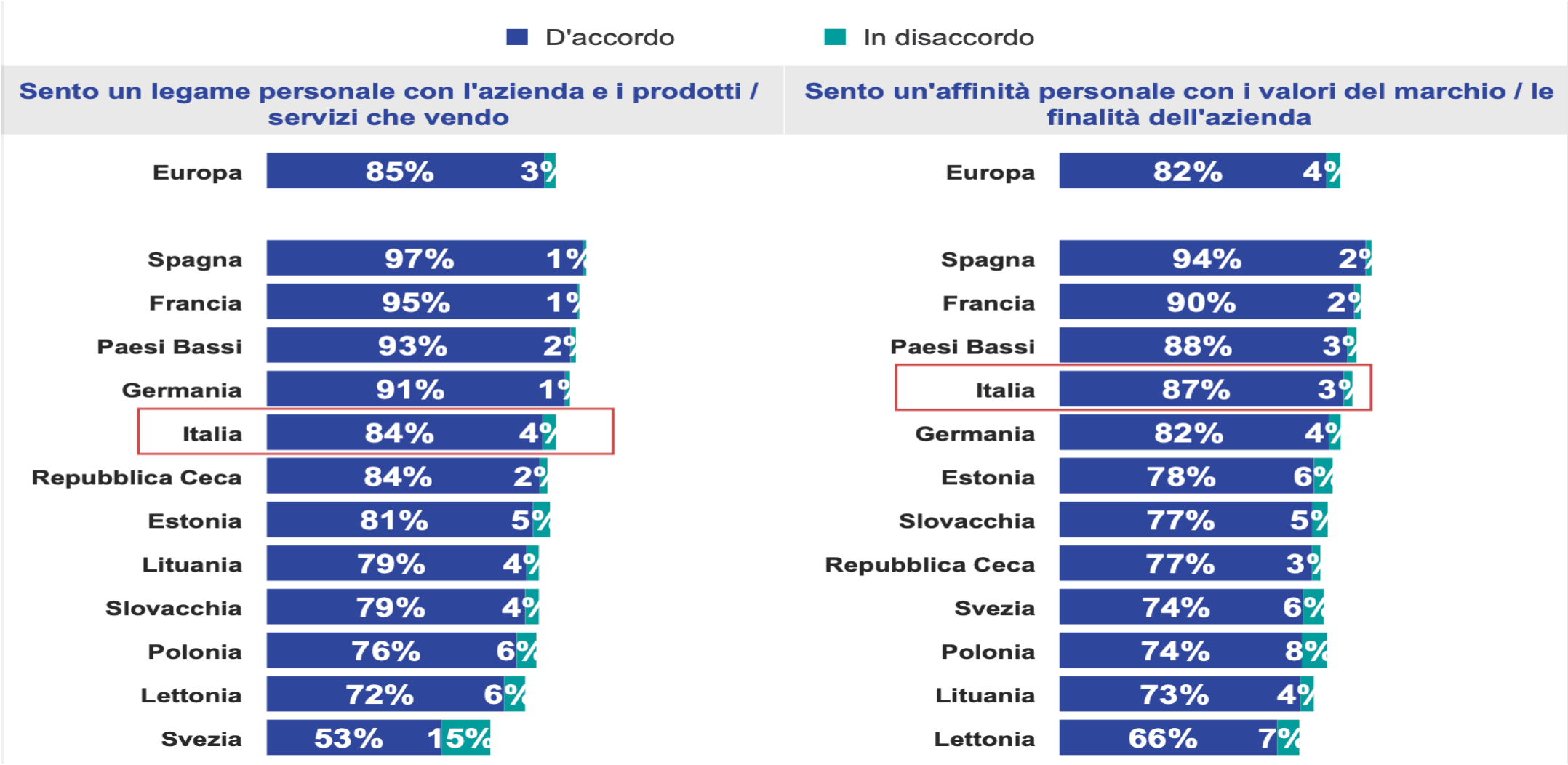
I LEGAMI

5

LEGAMI CON AZIENDA E AFFINITÀ CON IL MARCHIO



BE SURE. GO FURTHER.

GAME CHANGERS

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