



ONLINE MBA

DIRECT SELLING

Master the art and science of direct selling



EARLY ENROLLMENT FEE OFFER

₹7500/- per semester

This fee is applicable only for the August batch
and shall be revised for the subsequent batches



Program Outcomes

Inclusive Entrepreneurial Model

- Gradually shifting the employee mindset
- Providing stable career opportunities for unemployed educated youth in India

Leadership Development and Success Stories:

- 100% predictable and duplicable system
- No stacking and bulk purchasing
- Inspiring success stories showcasing effective leadership

Empirical Establishment of DS Tool: Get-Set-Grow:

- Scientifically developed tool acting as a virtual upline for committed distributors

Delineating Productivity from Activity:

- Understanding the contribution of Crores of distributors
- Identifying the number of valuable contributors

Testimonials to Prove Education's Value:

- Obtaining testimonials showcasing the impact of education on success in direct selling
- Encouraging the integration of direct selling courses into higher education institutions
- Improving the industry's creditworthiness manifold

Course Work

Direct Selling Concepts, History, and Industry Trends

- Exploring the fundamentals of direct selling
- Tracing the historical development of the industry
- Analyzing current trends and emerging practices

Regulatory Framework, Guidelines, and Compensation Plans

- Understanding the legal and regulatory aspects of direct selling
- Examining guidelines and best practices for compliance
- Exploring various compensation plans and their impact on business success

Sales, Entrepreneurship, and Digital Marketing Skills

- Developing effective sales techniques and strategies
- Nurturing entrepreneurial mindset and skills
- Leveraging digital and social media marketing for direct selling success

Communication, People Skills, and Presentation Techniques

- Enhancing communication skills for effective interactions
- Developing strong interpersonal and relationship-building abilities
- Mastering presentation techniques to engage and persuade prospects

Critical Success Factors and Supportive Strategies

- Identifying the key factors that contribute to success in direct selling
- Exploring supportive strategies for sustainable growth and profitability
- Understanding the importance of continuous improvement and adaptation

Industry Legends, Testimonials, and Case Studies

- Learning from industry legends and their experiences
- Gaining insights from testimonials highlighting the value of education in direct selling success
- Analyzing real-life case studies to understand practical challenges and effective solutions



Why Pursue an MBA in Direct Selling



➤ Creating Awareness

Unlock the true potential of direct selling by dispelling misconceptions and distinguishing it from Ponzi schemes. Increase understanding and acceptance of the industry's immense opportunities.

➤ Leadership Development

Empower yourself with the skills and mindset required to become an influential leader in the dynamic field of direct selling. Learn to seize leadership opportunities, inspire teams, and drive success.

➤ Connecting the Dots

Direct selling offers a unique avenue to engage with a more mature and responsible social strata, including educated unemployed youth and housewives. Pursuing an MBA in direct selling helps establish the industry as a reputable and rewarding profession, bridging the gap between traditional employment and entrepreneurial freedom.

➤ Bringing Rationality

In a diverse industry with numerous companies and individuals, it is crucial to establish standards, conformity to requirements, and ethical practices. The program emphasizes rational decision-making, fostering harmonious coexistence, and ensuring the industry's sustained growth.

➤ Providing the "How" of Direct Selling

While the "why" of direct selling is important, understanding the practical "how" is equally essential. The MBA program equips you with a comprehensive, scientifically designed system for success, encompassing effective strategies, proven methodologies, and cutting-edge techniques.

➤ Profitable Direct Seller

One of the key outcomes of pursuing an MBA in direct selling is the potential to create a lucrative and sustainable income stream. By applying the knowledge, skills, and insights gained during the program, you can maximize your earning potential, achieve financial stability, and enjoy long-term success as a direct selling professional.



Know Your Director

Dr. Kamal Kant Vashisth **India's Pioneer in Direct Selling Education**

Dr. Kamal Kant Vashisth, one of India's first PhDs in Direct Selling, is renowned as the academic face of the industry.

Dr. Vashisth strives to enhance the direct selling industry through his academic pursuits and research endeavors, **garnering attention from over 1 million people on social media.**

Honored as a "Top 50 Teacher Innovator" by the Ministry of Education in 2017, Dr. Vashisth's innovative teaching methods and contributions to education are widely recognized.

With unwavering support from Shoolini management and the IDSA, Dr. Vashisth successfully launched the PG Diploma in Direct Selling in 2021, **Asia's First Regular University Course in Direct Selling.**

Dr. Kamal Kant Vashisth's expertise and groundbreaking initiatives have solidified his position as a leader in India's direct selling industry. Through academia, research, and pioneering programs, he continues to shape and elevate the field, fostering comprehensive understanding.



Who Should Apply?

- **Graduates** willing to take up Direct Selling as a career
- **Educated housewives** looking for a flexible career option, that can be pursued alongside family responsibilities
- People looking to create an **additional income stream**
- **Wards of Direct Sellers** who want their kids to take up a career in DS
- **Direct Sellers** sponsored by their respective companies to hone their skills



Apply Now

www.shoolini.online

ADMISSIONS HELPLINE

780-777-5304 | 780-799-9816

Course Fee

MBA (Direct Selling Specialization)

INR 7500/- per semester

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**Shoolini
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