



The Business of Diving

- ▶ The Dive Professional's Role
- ▶ The Impact of Diving Education
- ▶ Recruiting New Divers
- ▶ Diver Retention
- ▶ The Dive Professional's Role in Sales
- ▶ Creating and Maintaining an Inviting Center of Activity
- ▶ Summary

(Detailed information located in Chapter Seven of the SDI Open Water Scuba Diver Instructor Training materials)

Most instructors have a very limited background in business practices so this is an important section to thoroughly review. Instructors play an important role in generating business even if they are a part-time instructor. Likewise, improper business practices on the part of the instructor can cause a business to fail.

- The Dive Professional's Role
- The Impact of Diving Education
- Recruiting New Divers
- Diver Retention
- The Dive Professional's Role in Sales
- Creating and Maintaining an Inviting Center of Activity
- Review Questions (For SDI Instructor Programs Only)

The Dive Professional's Role

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Importance of the Dive Retailer

- The goal of the dive professional and retailer is to create a loyal customer
- Without the dive center, the customer would have limited options for training, equipment and services.
- The dive retail store provides a single outlet for:
 - Equipment, sales, rentals, repair
 - Training, classroom, pool/confined water and open water locations
 - Travel

The Impact of Diving Education

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Two methods

- First: “School of Hard Knocks” learn as you go
- Second: Formal education
- Continuing education is important to develop comfortable confident divers
- Promote from the beginning of the open water scuba diver program
- Encourage students to continue with their training

- Scheduling is critical
- Students trust the dive professional that they have been taught by

Recruiting New Divers

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Everyone a dive professional comes in contact with is a potential customer/student

- Recruiting through referrals
- Word of mouth best type of advertising
- Getting referrals
- Collect contact information for potential students from current students
- Create an incentive for current students for referrals
- First contact to potential customers via phone
- Second contact to potential customers by sending a written thank you note
- New divers need equipment and travel
- Possible ways to recruit new divers
 - Business card
 - One side has business and dive professional's information other side offer for FREE try scuba
 - Token/Wooden Nickel or casino chip with the same information as the business card
- Travel Agencies/ Travel agents
- Build relationships with one or more agencies

- Design incentive package
- Offer Free Snorkel Session to agencies to give to their customers
- Radio and TV personalities
- Scuba Discovery pool birthday parties for younger students

Diver Retention

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Does the relationship with a diver end when they complete their program with you?

- Committed and active divers will stay with diving

How can a dive professional help retain a diver and keep them active?

(Brainstorm answers on board)

- Create and promote local diving opportunities
- Pool parties
- Pool demos and an opportunity to see and try new equipment
- Dive travel
- Post trip parties
- Observation: Invite divers to come to the local dive site when instructors are conducting local training.*
- Holiday and Special Event Parties
- Celebrate divers reaching milestone dives such as: 25, 50, 100

*Note to instructor: These divers should not be involved in any training dive unless they are part of the class.

The Dive Professional's Role in Sales

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Students see the dive professionals as the scuba 'Expert' though Instructors see themselves as an educator not a sales professional

- Use of words makes lasting impression
- Use only the equipment store sells
- Instructor can introduce the student to an equipment expert at the store
- Introduce equipment expert at first equipment familiarization session
- Students who own their equipment will be more comfortable diving and dive more and longer

Creating and Maintaining an Inviting Center of Activity

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First impression is how the store looks and second impression is how the customer is greeted.

Make sure the facility is making a great first and second impression. Discuss how other retailers treat customers, in both good and bad ways.

- Create a daily check list to be completed before the store opens.
 - Clean the glass front door
 - Pick up the parking area

- Pick up the store
- Clean the dressing and bathrooms
- Clean the floors
- Check displays
- Check lighting
- Add any other items you believe need to be done to make the store inviting for your customers, creating an inviting center of activity
 - TV with underwater activities
 - A children's center for the little ones
 - Travel center with posted travel and dates
 - Staff uniforms so everyone looks the same
 - Name tags
 - Well lighted show room and displays
 - A comfortable customer greeting
 - Always greet a customer even if you are with another customer or on the phone
 - Posted activities along with dates and cost
 - Add additional items as you identify them
 - Personalized business cards

Summary

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- The Dive Professional’s Role
- The Impact of Diving Education
- Recruiting New Divers
- Recruiting Through Referrals
- Diver Retention
- The Dive Professional’s Role in Sales
- Creating and Maintaining an Inviting Center of Activity

Marketing Scuba

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Five Ps of Marketing

Understanding the 5 Ps of marketing is essential to your success.

#1 = Product

What is the nature of our product?

1. Scuba diving is adventure and an opportunity to see things most people cannot.
2. Scuba diving is fun and something best done with friends and family.
3. Scuba diving can be about travel to exotic places and cultures.
4. Scuba is an intangible service.
5. Scuba equipment can be expensive to purchase.

#2 = People

Who is most likely to buy it... and why?

1. Adults are primarily internally motivated... they want to learn... rather than externally motivated which means they must learn.
2. Customers with disposable income may be some of your best customers due to the high cost of scuba.
3. Long-term customers want to belong to a community.
4. Good customers deserve great service.

#3 = Position

Why buy it and not something else?

1. Position is about brand and brand awareness and diving's position in the marketplace.
2. The principal competition is other adventure sports.
3. In the beginning, SDI is not your customer's brand... Diving is.
4. Promote diving via SDI not SDI via diving.

#4 = Price

Where will your income come from?

1. Price = cost + value
2. Sticker-price resistance is not usually centered on price but on a misunderstanding of value. Millions buy a \$5 coffee every day!
3. Continual discounts degrade the value of a product or service in the consumer's eyes.
4. Using training as a "lost leader" is a recipe for failure.

#5 = Promotion

How are you going to let customers know what you have to offer?

1. Word of mouth is the best promotional tool.
2. Internet works 24/7 (online training).
3. Other opportunities may include:

- Corporate team building
- Colleges, Universities, Trade Schools
- Clubs and Social Groups

Budgeting a Course

- Fixed costs
- Variable costs
- Your “salary” for teaching
- Depreciation on equipment etc...
- Travel costs
- Accommodations

Budget Example (use whiteboard)

- Annual Fees
- Insurance
- Cost of Sales
- Classroom Rental
- Pool Rental
- Equipment Depreciation
- Travel
- Accommodations
- Course Materials
- Equipment Rentals
- Air Fills
- Certification Cards
- Incidentals/Sundries

Go-No-Go for course

- Calculate minimum number of students.
- You may opt to conduct a course for a single student.
- Factor in for unforeseen glitches.
- Base your decisions on sound business practices.
- Remember time is a finite resource!

Specialties are opportunities

- Continuing Education should be a key component of your product offering.
- Promote specialties to your open water graduates as added value.
- Specialties provide higher profit margins.
- Specialties promote SDI brand awareness in your customers' minds.
- They keep people diving.

Travel is an opportunity

- Remember the first P: Product... you are selling adventure and unique experiences.
- Travel is part of the “diving package.”
- Look at travel not as a profit center (although it can be) but as a marketing, brand-building opportunity.

Summary

- Understand, Analyze and Answer:
 - What you are selling?
 - Who are you selling it to?
 - What will make them buy it?
 - How much will they pay for it?
 - Where do you go to tell them about it?

Cost Exercise (Example)

+Open Water Scuba Diver Course	\$299.00
+Materials	\$30.00
+Certification card cost	\$15.00
Total	\$344.00
-Pool fees	\$200.00
-Air	\$50.00 (10x5)

