



Chapter Five

Business of Diving



Topics in this Chapter

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



The Dive Professional's Role

- Available through the dive center
 - Equipment
 - Training
 - Travel
- Dive Professional helps to create a loyal customer



The Impact of Diving Education

- Two methods of learning
 - School of hard knocks
 - Trial and error
 - Formal education
 - On-going promotion of con-ed



Recruiting New Divers

- Everyone you interact with is a potential diver
- Ways to recruit
 - Scuba Discovery
 - Travel agents
 - Local media personalities



Diver Retention

- How to keep divers active
 - Local diving activities
 - Holiday parties
 - Post trip parties



The Dive Professional's Role in Sales

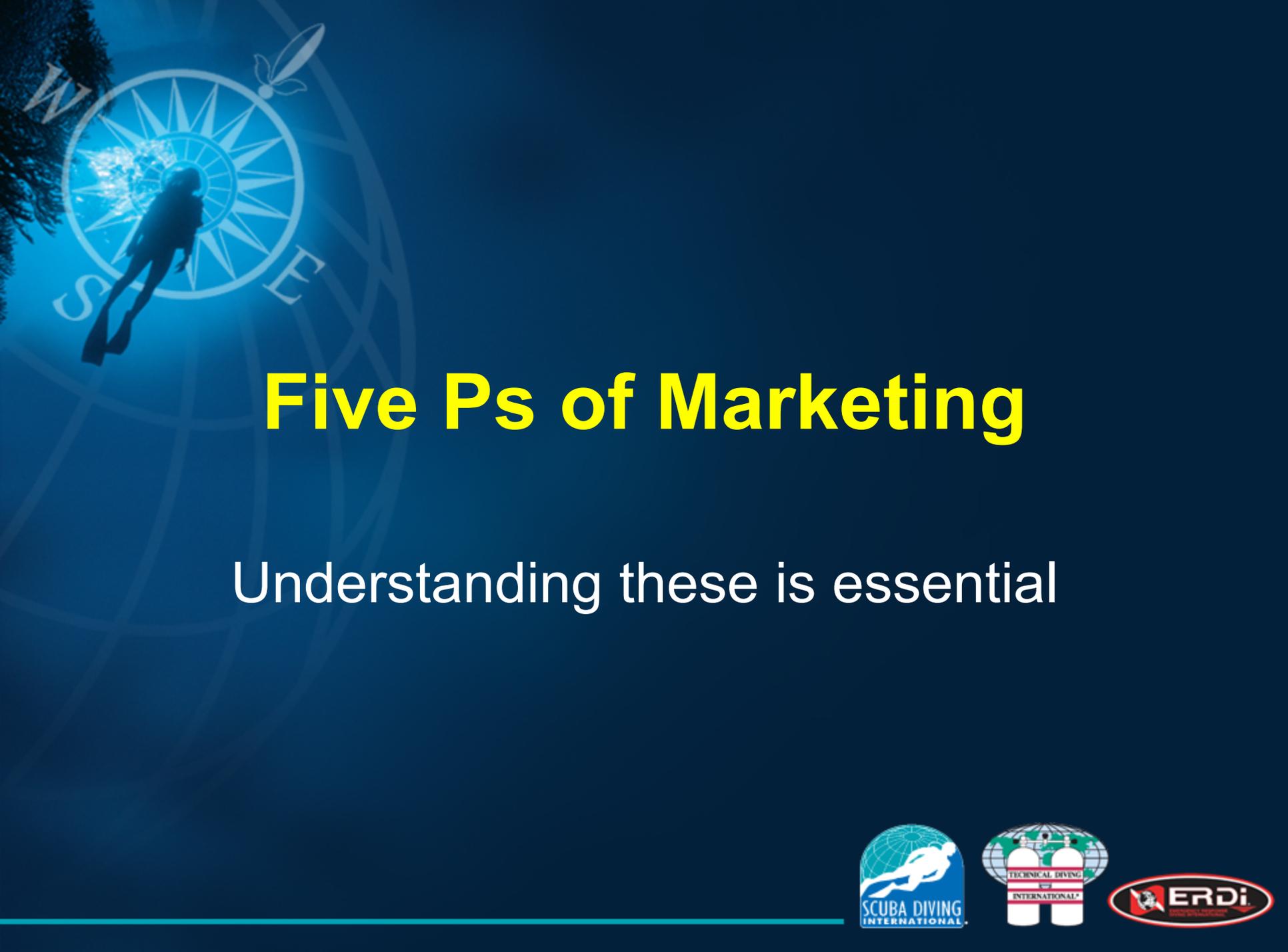
- Seen as an expert
- Promote brands store sells
- Have an “Equipment Expert” available
- Divers that are comfortable with equipment will be active



Marketing Scuba

- **Five Ps of Marketing**
 - #1 Product
 - #2 People
 - #3 Position
 - #4 Price
 - #5 Promotion
- Understanding these is essential





Five Ps of Marketing

Understanding these is essential



Product... #1

- What exactly are we selling?
 - Scuba diving is adventure and an opportunity to see things most people cannot
 - Scuba diving is fun and something best done with friends and family
 - Scuba diving is about travel to exotic places and cultures...
 - Scuba is an intangible service



People #2

- Who is most likely to buy it... and why
 - Adults are primarily internally motivated... they want to learn... rather than externally motivated which means they must learn
 - Faithful customers have disposable income (discretionary)
 - Long-term customers want to belong to a community
 - Good customers deserve great service



Position #3

- Why buy it and not something else
 - Position is about brand and brand awareness and diving's position in the marketplace
 - The principle competition is other adventure sports
 - SDI is not your customer's brand at first... Diving is
 - Promote diving via SDI not SDI via diving



Price #4

- Where will your income come from....
- Price = cost + value
 - Sticker-price resistance is not usually centered on price but on a misunderstanding of value
 - Millions buy a \$5 coffee every day!
 - Continual discounts degrade the value of a product or service in the consumer's eyes
 - Using training as a “lost leader” is a recipe for failure



Promotion #5

- How are you going to let them know what you have to offer
 - Word of Mouth is best promotional tool
 - Internet works 24/7 (online training)
 - Other opportunities 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 gear etc...
- Travel costs
- Accommodations



Budget Example

- Annual fees
- Insurance
- Cost of Sales
- Classroom Rental
- Pool Rental
- Gear depreciation
- Travel
- Accommodations
- Course Materials
- Gear Rentals
- Air Fills
- Certification Cards
- Incidentals / Sundries



Go-No-Go Decision for Course

- Calculate minimum number of students
 - You may opt to conduct a course for a single student
- Factor for unforeseen glitches
- Base decisions on sound business practices
- Remember time is a perishable 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
 - Profit margins are higher
 - Begins to promote SDI brand awareness in your customer's mind
 - Keeps people diving



Travel is an Opportunity

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



Cost Exercise

- Open Water Scuba Diver
 - Materials
 - Certification Card
 - Total
 - Pool fees
 - Air fills
- +\$299.00
 - +\$30.00 (profit)
 - +\$11.00 (profit)
 - \$340.00
 - -\$200.00
 - -\$50.00 (10 x 5)



Creating and Maintaining an Inviting Center of Activity

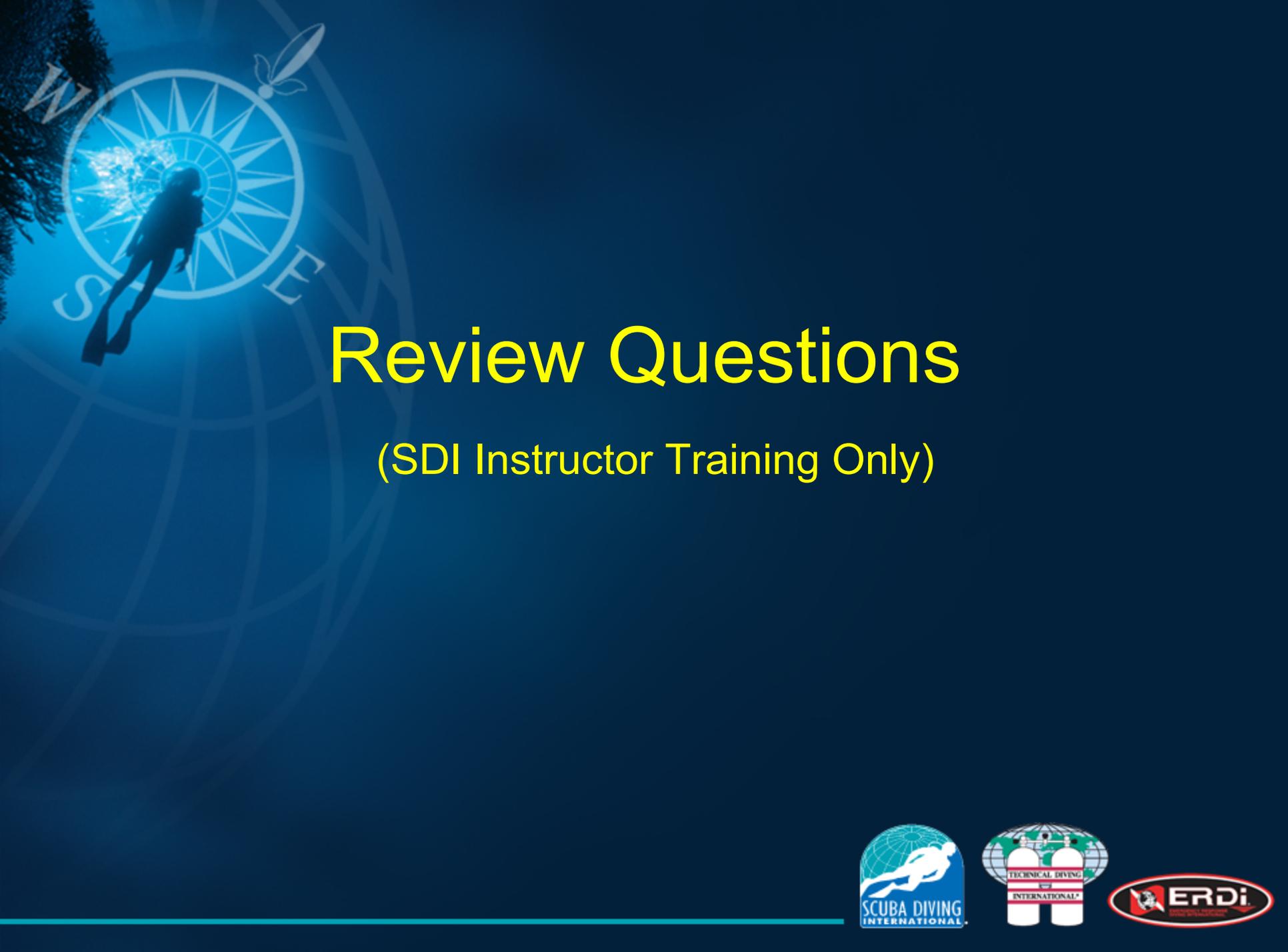
- First impression
- Daily to-do-list
- Staff dress
- Greeting customers



Summary

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





Review Questions

(SDI Instructor Training Only)



Review Questions

1. The _____ is the central location for certification agencies, scuba manufacturers, dive travel agencies and instructors to connect with the customer.
 - A. Dive Center
2. Participating in Continuing Education courses is _____ for certified divers that want to learn new diving skills and information.
 - C. Recommended
3. Students want to continue their education with a dive professional they _____.
 - A. Know and Trust



Review Questions

4. _____ is a / are potential customer acquisition tools.

D. All of the Above

5. If a student has a good experience during training they are more likely to _____ that dive center to their family and friends for scuba training.

A. Recommend

6. Timely follow-through is _____ and is often the only opportunity for a good first impression.

A. Critical



Review Questions

7. High diver retention usually goes hand-in-hand with good customer services and leads to an _____ in word of mouth referrals.
- A. Increase
8. During the first equipment familiarization session, the dive professional should invite one of the dive center's _____ to the session to deliver a brief but coordinated presentation.
- A. Equipment Experts



Review Questions

9. A dive center only has one opportunity to make a great _____ on a potential customer or student.

A. First Impression



Questions

