

Dive Centre Health Check 2020

Whether you've been in the dive industry for many years or you're a new PADI professional, here are some proven initiatives that can help drive your business further.

☒ Check the box if you have each section covered. If not, we can help!

Market your business well!

☐ **Website** – how does your website rank? Are you visible on Google when you type in some keywords for your area?

Score on Website Grader

Search Engine:

Search on Ranking #

☐ **Social Media** – Are you using the two most valuable in the scuba industry – Facebook and Instagram on a daily/weekly basis. Do you need a social media strategy developed?

Facebook –

Instagram –

YouTube –

Google +

☐ **Are you competing heavily on price?** Do you need a strategy like a 3 tiered pricing structure?

Add ons available – Tier pricing?

☐ **Do you tell potential dive students what makes your courses better than others?** Advertise Instructor to student ratios and other competitive advantages you have. Differentiate on value-ads and quality, not just pricing.

Why should Customers to you and not to the store down the road:

What is your elevator speech?

☐ **Encourage students to post reviews of your operation.** Develop a system either manually or using EVE or similar to ask your students to review your services. You'll more likely to be chosen over a competitor if you have positive reviews advertised.

Trip Advisor –

Website Testimonials link

Twitter ?

Instagram

Stay in touch!

- ☐ **Regular communication is very important, do you stay in touch?** – stay in touch with students throughout theory training (eLearning or other) and after each course via My PADI Club, email, newsletter, social media and more. 32% of all dive students are not contacted by their Dive Centre or Instructor after they are certified. Utilise EVE or another dive centre management system to create follow-up emails to your students to promote ConEd, to provide equipment service reminders or just for a birthday message.

How and what you do?

Mailchimp

Mail templates

Eve

Give People a Reason to dive!

- ☐ **Are you giving people a reason to dive?** Create an events page and list the activities you and your dive shop are doing. If people have a reason to go diving and a buddy to go with, they will more likely get back in the water.
 - ☐ List the events on the 'Events' page on your website – it should be your 2nd most important page after the 'Learn to Dive' page. People learn to dive so they can dive and have fun after the course, give them the opportunity.
 - ☐ Use catchy and activity based names for your fun and club dives. Going on a shark or wreck dive sounds more adventurous than a dive on the house reef.

**National day Day – X-mas – Women in Diving Day – AWARE – Lazy Cat Day – Eastern – Clean up's
PADI Travel**

Convert your enquiries!

- ☐ **Are you converting your enquiries into sales?**
 - ☐ Ensure staff receive regular customer service training to ensure maximum conversion of course and equipment enquiries.
 - ☐ What do you use to track your enquiries and send out automated responses when you don't have time to.
 - ☐ Conduct regular staff meetings to ensure your staff have direction and the drive to convert the enquiries into sales.
 - ☐ Use phone scripts and conduct phone sales training
 - ☐ Use email templates and conduct email response training
 - ☐ Answer all emails same day – speed of reply matters to your customers

Provide multiple payment options!

- ☐ **Does your business offer multiple payment options?** Make it easier to purchase your products and services by providing multiple payment options. Most businesses now use a combination of:
 - ☐ Credit card
 - ☐ PayPal
 - ☐ Cash
 - ☐ Direct deposit
 - ☐ Buy-now pay-later schemes such as Afterpay
 - ☐ Account payments or Layby
 - ☐ Finance options

Gear Sales – know your products!

- ☐ **Do you and your staff know the products you sell? Do you conduct regular staff training from equipment suppliers?** Make this uninterrupted and after hours to make the most of the time. Organise some practice and role play to improve their skills.
 - ☐ Do you set shop sales targets for you and your staff, something to strive towards? Review it each week and each month.
 - ☐ Do you set sales targets for Instructors teaching O/W students? Are they aware of those targets / do you share successes
 - ☐ Do you offer and promote hardware gear hire? Make sure your students know they can hire equipment after the course. Offer an incentive to come and hire their first set and get them used to diving. Make it easy for them to take up the sport and continue diving with you.
 - ☐ Do you offer cash bonus incentives for staff who achieve sales targets? Make each month a new focus to get the staff used to selling particular items. Start off with Wetsuits in January, Dive Computers in February etc. Once a staff member is used to focusing on a sales item, that will continue and you can add others as you go.
- ☐ If you are facing harsh competition in equipment sales, consider focusing on rental equipment and sales of smaller items such as software sales (mask, snorkel and fins)

Utilise a dive centre management system!

- ☐ **Do you collect and mine your database?** Using a database and mining it to keep people diving and purchasing gear. Automating part of your business so you have time to reach everyone regularly. A program like EVE can respond to enquiries, market to potential ConEd students, manage your stock levels, and send reminders to customers about events and much more.

Offer Pro-level training!

- ☐ **Can you bring someone from Open Water right up to the Instructor level?** Pro-level training provides extra course opportunities for recreational students and additional staff for the busier months. You can train your own staff in house.
 - ☐ Do you advertise Pro Level opportunities to students? Website, Social Media, in store signage, newsletter and email invitations? If they get hooked on the idea of becoming a dive professional at the Open Water level, they'll need to complete all the courses leading up to their goal.
- ☐ **Do you conduct Go Pro Events?** Organise GoPro events every 2 months to maintain the message and give everyone a chance to attend. Try a 'Mini Go Pro' in conjunction with Open Water or Advanced Open Water training, plant the seed early.

Dive into other potential profit centres!

- ☐ **Do you offer additional niche market opportunities to your customers?** These provide income potential on gear sales, training and travel plus rental opportunities and other income streams.
 - ☐ Outbound Tourism Markets
 - ☐ EFR and RTO Training
 - ☐ PADI Freediver Program
 - ☐ PADI TecRec Program
 - ☐ Kids in Scuba – Bubblemaker and Seal Team
 - ☐ International Schools / Colleges / Universities
 - ☐ Master Scuba Diver / Specialty of the Quarter
 - ☐ Instructor Development
 - ☐ Referrals/Networking
 - ☐ Project AWARE

Top 3 Action Items:

Date:	Action Item:	Driver:	Follow up on: