

PADI Asia Pacific

Job Title: Regional Training Consultant
Department: Training & Sales
Reports To: Territory Director
Date: April 2021

Overview

The Regional Training Consultant is responsible for educating PADI members about the various features and benefits of PADI products and services, and to solicit the sales of those products and services prescriptively. The Regional Training Consultant also serves as the direct contact to the public and membership for training and product support. The consultant plays a key role regarding the impression a member will have of PADI and its staff. The consultant assists members in the interpretation of PADI Standards and procedures and is the front line person to assist the membership in understanding PADI, TecRec, Freediver, Mermaid, Public Safety and EFR training programs, standards, philosophy and associated products; thereby establishing these programs appropriately in the field.

Supports the four corporate primary objectives: safe and responsible diver acquisition and retention; member acquisition and retention; financial prosperity; global operational alignment.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following. Other duties may be assigned.

Training Duties

- Function as primary contact person with the membership and the public in training standards and related issues, by answering written and telephone inquiries.
- Respond to member requests for regaining Teaching Status beyond the routine inquiries handled by Customer Relations.
- Review Instructor-authored Distinctive Specialty course outlines at the Instructor and Trainer level.
- Conduct member related training as needed, such as Instructor Update, Member Forums, Business Academy, webinars and other seminars/workshops.
- Review circulated materials, forms and other information when directed.
- Work with Customer Relations, relative to member applications and insurance application issues.
- Participate in the CDTC Mentorship program.
- Staff Instructor Development seminars and conduct Dive Center Orientations as needed.
- Write and review articles for the Training Bulletin, Training News, The Responder and Surface Interval as well as other PADI publications and Business of Diving Webinars as assigned.
- Maintain complete political astuteness and a professional image at all times.

Sales Duties

1. Work closely with Regional Manager in meeting or exceeding sales goals, customer consultations, order processing and order related customer service problems.
Expectations: Communicate with Regional Manager regularly and maintain customer service and action plan details in Salesforce.
2. Conduct Sales Consultation calls to profile potential new customers; determine customers business needs; design business development action plans, and to follow up on delivery of products and services.
Expectations: Conduct a minimum of 4 Sales Consultation phone calls each day. Enter details in Salesforce specifying the type of call, outlining the results of the call, and identifying any

- associated action items.
3. Follow up on action plans submitted by attendees of Business Development Workshops.
Expectations: Conduct seminar follow up call within prescribed time frame; evaluate metrics of seminar action plan and discuss in detail with seminar participant; report details in Salesforce.
 4. Function as contact person for incoming sales orders from PADI members.
Expectations: Handle proportional amount of incoming communications; notify caller of ongoing promotions and seminars; solicit add-on sales; promptly and accurately enter sales orders into system.
 5. Work in conjunction with other PADI staff to address the concerns and needs of PADI members.
Expectations: Address customer's concerns in departmental and interdepartmental meetings; co-create solutions with other PADI departments; manage customer's expectations and deliver on promises.
 6. Monitor and perform against individual regional sales goals and other KPI's (certifications, individual and PRRA member numbers, pro-level certification).
Expectations: Meet with Territory Director regularly to evaluate regional performance; review action plans and regions strategies; meet or exceed sales, certification and membership goals for region; manage return-of-goods budget not to exceed 2% of regional sales.
 7. Travel/participate at local consumer shows and visit stores in assigned region.
Expectations: Travel with RM when required; co-write action plan of store visits with RM; report on store visit results and document any action items in Salesforce within 5 business days of returning from visit; participate in industry shows when required, participate in at least one store event each year; document key points of show/event and any associated action items in Salesforce within 5 business days of show/event; submit receipts and expense report within 5 business days of expenditure.
 8. Territory Management; Develop detailed sales/marketing plans; forecast sales; manage time and work flow; create effective call plans; monitor and respond to competition; network and generate leads.

Adhere to all policies set forth in the Employee Handbook including, but not limited to, the Anti-harassment policy and the IT Computer Use Policy.

QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

EDUCATION AND/OR EXPERIENCE

- High school diploma or general education degree (GED);
- Some college preferred.
- Dive store owner, manager, or employee preferred.
- Strong sales background with proven track record.
- Customer Service experience.
- PADI IDC Staff Instructor or higher with the desire to continue PADI dive education.

LANGUAGE SKILLS

- Fluent in the following languages: English (essential)
- Other language skills are preferred
- Ability to read and interpret documents such as safety rules, operating and maintenance instructions, and procedure manuals.

- The ability to write routine reports and correspondence.
- The ability to write technical information clearly and concisely strongly preferred.
- The ability to speak effectively before groups of customers or employees of the organization.

MATHEMATICAL SKILLS

- Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals.
- Ability to compute rate, ratio, and percent and to draw and interpret bar graphs.

REASONING ABILITY

- Ability to define problems, collect data, establish facts, and draw valid conclusions.
- Ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables.

BEHAVIOURAL REQUIREMENTS

The Ability and Willingness to:

- Follow directions from a supervisor.
- Interact well with co-workers.
- Understand and follow posted work rules and procedures
- Accept constructive criticism.

Demonstrate professional behaviour that supports team effort and enhances team behaviour, performance and productivity.

CERTIFICATES, LICENSES, REGISTRATIONS

- PADI IDC Staff Instructor.
- Minimum 2 years' experience as an active Instructor member with extensive instructional experience preferred.
- Valid driver's license.
- Valid Passport.
- EFR, TecRec, Freediver, Mermaid, Public Safety Diver credentials are preferable
- Current PADI membership and insurance coverage required.
- University degree a plus.
- Recognized work permit/visa to work in assigned area of employment.

OTHER SKILLS AND ABILITIES

- Strong writing skills.
- Strong organizational skills.
- Strong analytical skills.
- Goal oriented.
- Ability to work with others and take directions.
- Strong commitment to serve the goals and direction of PADI Worldwide.
- Politically astute.
- Excellent water skills.
- Ability and willingness to travel regularly.
- PC literacy in MS Word, Excel, PowerPoint and Outlook. Familiarity with Salesforce and Tableau a plus.
- A thorough understanding of PADI digital products and services and ability to answer enquiries from PADI Members and students.