



PADI Club™ For Sale Through PADI Membership Frequently Asked Questions

Why should I sell PADI Club to my customers?

PADI Club members spend more, dive more and take more Continued Education courses than their non-Club peers. Club membership translates into immediate revenue and long-term customer growth.

What are the ways I can sell PADI Club to my customers?

PADI Club can be purchased wholesale from PADI and sold direct to your customers in your store. Club can be sold standalone or bundled with eLearning courses.

How do I purchase these Club products?

- Purchase the digital code for Club products through the [Online Processing Center](#).
- The codes will populate in OLPC as assignable codes.

How do my customers redeem their Club code and activate their membership?

- Prior to selling a Club Membership to a customer, you must check that they aren't already a Club member. To do this, navigate to your OLPC and select the product (individual or bundle) that you'd like to sell to the customer. On the next page, the first step is the membership check. Simply enter the customer's email address. The check will either return *Active* if the customer has a membership already or *None* if they don't.
- If the customer does not have a Club membership, you can complete the sale and continue through the process of assigning them the digital code.
 - (If the customer does have a Club membership, you will not be able to proceed with the sale)
- After assignment, the customer will receive an email with instructions on how to redeem their membership, very similar to how an eLearning code is distributed.
 - The customer's Club membership will automatically be redeemed and officially begin upon their first login or profile creation on padi.com

Be sure to regularly update your Club promotions across all of your marketing channels to keep Club in front of your customers. The various messages and assets in the PADI Club Marketing Toolkit (located in

the Pros' Site Marketing Hub) make it easy to refresh your messaging and have your customers clicking away!

I heard that Members I sign up for Club are automatically associated to me – how does this work?

- Dive Centers signing up new Club members will be affiliated to those members for eLearning purchases they subsequently make on PADI.com (post Club join date). Full revenue share will be paid to the affiliated Dive Center on these purchases.
- The consumer is able to change the affiliated dive shop on a course-by-course basis if they choose.
- Affiliation will show up in the following consumer-facing materials:
 - Club benefits page on padi.com
 - Printed on Scuba Diving magazine mailing label (if they receive a physical copy)
 - PADI Club email communications
 - Training Dashboard
 - eLearning course redemption flow

Can I easily create PADI Club promotions for my marketing channels?

Yes, take advantage of the [PAD Club Marketing Toolkit](#) located in the Pros' Site Marketing Hub to create your PADI Club promotions. Fully customizable in Canva, the toolkit contains professionally made marketing assets for your website, email marketing and social media channels.

Where can I learn more about the benefits of PADI Club for my customers?

To learn about all the benefits PADI Club offers your divers and customers, visit the [PADI Club landing page](#) on PADI.com or use the [PADI Club Toolkit](#) to see the [Benefits Overview](#) deck that outlines how benefits work and how they are redeemed.

There are also several informative blog posts for PADI Members to give you even more insights:

- [PADI Club – Good for Divers. Good for Business.](#)
- [Grow Customer Lifetime Value with PADI Club](#)
- [What is the value of PADI Club?](#)

What if my customer is already a member of PADI Club and wants to get their 20% off eLearning benefit?

There are 2 ways a Club Member can get their 20% off eLearning benefit;

- Purchase digital codes for eLearning products with the Club discount already applied through the Online Processing Center. The codes will populate in OLPC as assignable codes.
- Club Members can purchase on PADI.com, and their Club discount will automatically be applied to purchase. If this Club member is affiliated to you, you will automatically receive your full revenue share for this purchase. Note, the Club Member can change their affiliation for an individual course.

What if my customer wants a refund?

PADI Club is non-refundable. We generally get very few requests for refunds on PADI Club but do recognize this may happen from time to time. Any Club Member who contacts PADI CR with a refund request will be referred to the Dive Center where they signed up. If you have a situation where you need to refund a Club membership, this is at your discretion.



For any questions you might have related to whether a Club Member has already redeemed benefits (this may help you decide whether or not to refund or whether to partially refund), and/or, to ensure that any Club Member wishing to cancel for an immediate refund has their membership cancelled, please email cluboperations@padi.com or call 1-800-729-7234 ext. 2495.

Who should I contact if I have more questions about PADI Club?

Email cluboperations@padi.com for help with PADI Club.