



VIP Instructor Curriculum – Phase 3

Course schedule – Module 5

Monday

- 09.00 Course orientation and objectives
- 10.00 Dive Store Decoration and Use of Space
- 12.30 Lunch
- 13.30 Workshop – Students Create a “Model Dive Store”
- 16.00 Review of the Dive Store and Corrections
- 17.00 The Dive Industry Today
- 18.00 End of day

Tuesday

- 09.00 The Clients Wants and Needs
- 10.00 Theory behind Positive Selling
- 12.30 Lunch
- 13.30 Sales Workshop – Part 1
- 16.00 Scubapro Presentation on Manufacturer Relations
- 18.00 End of day

Wednesday

- 09.00 Calculating Prices for Products and Services
- 10.30 Pricing Workshop
- 11.30 The use of Colors in Dive Store Decoration
- 12.30 Lunch
- 13.30 PADI Representative – the internal functioning
- 17.00 PADI Representative – Questions & Answers
- 18.00 End of day

Thursday

- 09.00 Advertising & Marketing
- 10.30 Advertising Workshop
- 11.30 Street Fighting Video
- 12.30 Lunch
- 13.30 Telephone Sales
- 14.30 Telephone Sales Workshop
- 15.30 Sales Training Video
- 18.00 End of day

Friday

- 09.00 Setting-up a Business Plan
- 12.30 Lunch
- 13.30 Sales Workshop – Part 2
- 15.30 Question and Answer Session
- 16.30 Disassembling the Model Dive Store
- 17.30 End of Module 5

During the weekend candidates have off. Candidates are welcome in the College to learn French, English, Dutch or German via a computer based diving related learning system.