



### **E-learning, the right way.**

Most Training Agencies have some form of e-learning available to their instructors, some even require it. Why do you think that is? To assist in training the student or is it the larger reason of protecting themselves from big payouts from insurance claims. This was the

same when we had videos to show the class. Don't get me wrong, I fully believe that e-learning and videos are important in the learning process, SEI believes that Instructors depend far too much on them to teach the class than they should.



Scuba Educators International is unique in that the e-learning that was developed is the textbook for the class. It is word for word, and the student has the option to have it read to them rather than reading it themselves. In addition to this Scuba Educators International Standards require the instructor to hold face to face classroom. We also recognize that the classic definition of classroom no longer applies in today's world and really might not have ever applied as one of our Executive Staff members has conducted all levels of training while on a beach under a palm tree. A

classroom can be virtual, pool or confined water side, or sitting in the sand under a palm tree. It does not matter what the setting is if the instructor is properly trained to teach.

There are agencies out there that recommend that classroom be held in addition to the e-learning but none of them that we know of require it as a standard except Scuba Educators International.

Let me ask, is your goal as an instructor to push the students through a class like cattle going to slaughter and pocket as much money as we can in the fastest manner that we can? Scuba Educators International's goal is to train competent and comfortable SCUBA Divers first and for our members to make money as well. We know that you will make more money in the long term by keeping the diver diving. It may require some additional work, like requiring classwork with the e-learning and requiring skills to be performed in a state of

neutral buoyancy before going to open water training, but the result will be a diver that is less likely to drop out and one that is more likely to purchase equipment, go on trips and continue training.

Some will ask how I can compete with a nearby competitor that has shorter courses than you offer. We recommend that you use your longer and maybe even more expensive course as the stick to bringing that potential customer to you instead of the competitor. We know of a shop located in Key Largo that would always price themselves \$50.00 higher than the highest priced shop below them. This shop taught more classes than anyone else. In fact, when this shop decided to increase their price, they would notify all the 53 dive operations on the island that they were going to increase the price. They would then wait to see what happened with pricing of classes and set their price \$50.00 higher. Another shop in the Midwest training took 2 days longer than their competitors, there were 3 competitors, and they used that to sell against them. This shop grew to become the largest in a tri-state area. Competing with shops that don't do it the right way will require a tiny bit of salesmanship, but in the two examples given a one sentence reply to an objection is all that will be required.

Scuba Educators International invites you to stop by DEMA Booth 833 or give us a call so that we can show you how easily you can cross over and teach the best way for both your student and your pocketbook.

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