

Where to Find New Customers

A practical checklist for SSI Dive Centers that need more conversations, not more excuses.

New customers are usually not hiding in the dive shop. They are already planning trips, looking for family activities, joining groups, taking kids to swim lessons, working out, or trying to find something different to do. Use this checklist to identify where those people already are - then put a simple offer in front of them.

Create customer contact first. Registrations come after conversations.

Start Here: Pick One Customer Type

Do not try to chase everyone at once. Pick the group that fits your market this week, then choose a simple offer and a clear next step.

Vacation / Pre-Trip Customers People getting ready for warm-water trips, cruises, honeymoons, resorts, and family vacations. <ul style="list-style-type: none">■ Travel advisors and cruise planners■ Destination wedding and honeymoon planners■ Local travel groups and vacation pages■ Parent groups planning spring break or summer travel■ Hotels, resorts, and local tourism contacts■ Outdoor, luggage, and travel gear retailers	Try Scuba / Experience Customers People looking for something different to do locally with friends, family, groups, or coworkers. <ul style="list-style-type: none">■ Gyms, YMCAs, community pools, and swim schools■ Scout troops, youth groups, churches, and camps■ Schools, homeschool groups, science teachers, and swim coaches■ Corporate wellness and employee engagement contacts■ Parks and recreation departments■ Apartment communities, HOAs, and neighborhood groups
Reactivation Customers People who are already certified but inactive, rusty, traveling soon, or needing a reason to get wet again. <ul style="list-style-type: none">■ Past students and old inquiry lists■ Gear buyers and equipment service customers■ Travel customers and trip interest lists■ Certified divers on social/email lists■ Dive club members who have gone quiet■ Families of current divers	Snorkeling / Gear Gateway Customers People not ready for scuba yet, but already interested in water, travel, and comfort in the water. <ul style="list-style-type: none">■ Vacation travelers and resort guests■ Families buying masks, fins, and snorkels■ Swim families and community pool users■ Outdoor shops and paddle/kayak groups■ Cruise and beach vacation planners■ People nervous about scuba but open to snorkeling

Where to Look Locally

Use this page as a prospecting checklist. The goal is to find people or organizations that already have access to the audience you want.

Parents, Teens, and Families	Fitness, Outdoor, and Adventure Groups
<p>Best for Try Scuba, Junior Diver pathways, family classes, and summer activity pushes.</p> <ul style="list-style-type: none"> ■ Swim schools and community pools ■ YMCAs, JCCs, and recreation centers ■ Parks and recreation activity guides ■ School activity offices and PTO groups ■ Homeschool groups and parent networks ■ Summer camps and teen programs ■ Orthodontists, pediatric dentists, and family clinics ■ Family fitness centers and martial arts schools 	<p>Best for Try Scuba, Open Water, local adventure positioning, and group events.</p> <ul style="list-style-type: none"> ■ Gyms, CrossFit boxes, and fitness studios ■ Climbing gyms and outdoor recreation stores ■ Running, cycling, kayaking, and paddleboard groups ■ Camping, hiking, and adventure clubs ■ Local outdoor Facebook groups ■ Sporting goods stores and local outfitters ■ University outdoor recreation programs ■ Community race/event organizers

Corporate and Group Customers	Travel and Vacation Sources
<p>Best for private Try Scuba nights, employee engagement, wellness, and team-building.</p> <ul style="list-style-type: none"> ■ HR managers and employee engagement teams ■ Corporate wellness committees ■ Executive assistants and office managers ■ Chamber of Commerce directories ■ Hospitals, universities, banks, and manufacturers ■ Fire, EMS, police, and public safety groups ■ Apartment community event coordinators ■ Young professional groups 	<p>Best for pre-trip Open Water, refreshers, snorkeling gear, and vacation-ready campaigns.</p> <ul style="list-style-type: none"> ■ Travel advisors and independent travel planners ■ Cruise specialists and group travel planners ■ Destination wedding and honeymoon planners ■ Wedding venues and bridal show vendor lists ■ Local travel expos and vacation nights ■ Community travel Facebook groups ■ Hotels and concierge desks ■ Local businesses with employee travel newsletters

What to Say to Each Audience

The message should sound like it was written for the customer, not for another dive professional. Start with what they already care about.

Audience	Simple Message	Useful First Step
Parents with teens	Looking for something different for your teenager this summer?	Try Scuba pool date
Vacation travelers	If scuba or snorkeling may be part of your trip, start locally before you go.	Vacation-ready info session
Certified but rusty divers	Heading somewhere warm but haven't been underwater in a while?	Refresher or gear check
Couples	Tired of dinner and a movie? Try something completely different together.	Try Scuba date night
Corporate groups	A team-building event your employees will actually talk about afterward.	Private Try Scuba session
Swim families	Your child is already comfortable in the water. Scuba may be the next adventure.	Family Try Scuba event
Snorkelers	Heading somewhere with clear water? Get properly fitted before you go.	Snorkeling gear fitting

Quick Search Prompts

Google / Web Searches	Facebook / Local Searches
<p>Replace [city] with the local market.</p> <ul style="list-style-type: none"> ■ [city] parks and recreation activity guide ■ swim school [city] ■ team building activities [city] ■ travel advisor near me ■ destination wedding planner [city] ■ [city] summer programs teens 	<p>Look for groups where customers already gather.</p> <ul style="list-style-type: none"> ■ [city] things to do ■ [city] parents ■ [city] events ■ [city] travel group ■ [city] homeschool group ■ [city] outdoor club

Turn the Checklist Into Action

Finding a source is only step one. The center still needs a clear offer, a next step, and a follow-up plan.

Pick one audience. Pick one offer. Pick one place to promote it. Follow up within 24 hours.

Before Contacting a Group	Lead Capture Basics
Get clear before sending the message. <ul style="list-style-type: none">Who is this for?Why should they care now?What is the simplest offer?What is the next step?Who will handle the reply?Where will leads be tracked?	A conversation only helps if the center captures it. <ul style="list-style-type: none">NamePhone and emailReason for interestTravel date or event date, if applicableProgram of interestHow they heard about the centerNext promised follow-up action

Follow-Up Questions	Common Mistakes to Avoid
Use simple questions instead of burying people in course details. <ul style="list-style-type: none">When are you traveling?How many people may be interested?Are you looking for full certification or a pool experience first?Are you already certified but rusty?Would a private group date help?Would you like a flyer or link you can share?	These kill good ideas fast. <ul style="list-style-type: none">Promoting every program at onceUsing course codes with non-diversPosting once and calling it marketingLetting inquiries sit for daysFailing to capture contact infoMaking the next step unclear

Bottom Line

New customers are usually connected to something they already care about: travel, family, fitness, youth activities, local experiences, or getting back in the water. The dive center has to connect scuba to that existing interest and make the next step easy.

Questions or want help tailoring this to your market?

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Disclaimer: These resources are provided as general business-development ideas for SSI Training Centers. Each center should adapt the examples to fit its local market, business model, staffing, facility access, and training schedule. All programs, promotions, and training activities must follow current SSI Training Standards, applicable laws, insurance requirements, facility rules, and safe industry practices. Results will vary by market and execution.