

# WHY RAID

1001 REASONS TO PARTNER WITH RAID

A SCORE SHEET FOR DIVE INDUSTRY  
PROFESSIONALS

**Zero FEE-Membership**

**WE ARE WRITING THE FUTURE  
OF DIVING RIGHT NOW**

**FREE-Learning**

with an inclusive company



*Dive Training in a Class of its Own*

**“... WE’RE WRITING THE FUTURE  
OF DIVING, RIGHT NOW!”**

*Paul Vincent Toomer,  
CEO & President Dive RAID International*



**We can't tell how many reasons you'll have  
once you start a business partnership with  
Dive RAID International as your agency of  
choice.**

**Who knows, it might be  
more than 1001.**

# ZERO FEE-Membership

As a working professional at RAID, we make the annual renewal for dive centers, instructors, instructor-trainers, master instructors, divemasters, anyone teaching scuba or freediving easy. The annual cost is ZERO. That's zero Pounds, zero Dollars, no Rand, null Euros, nothing whatever. One-size-fits-all. Zero is a nice round number.

Our members tell us that **Zero FEE-Membership** is amazing... but of course there's a catch because membership isn't free, it "costs" a minimum of five **RAID** student certifications a year. All a pro has to do to qualify is certify five students for any **RAID** courses (except Try Dive & Cadet Try Dive) in a calendar year. That's it!

HOW MANY INSTRUCTORS AT YOUR DIVE CENTRE?  
COUNT ONE MORE REASON FOR EACH ONE.





# PRICES

Normally, we don't make a big thing about pricing although the average cost of a course credit to a Dive Centre or active instructor from **RAID** is a fraction of the equivalent cost compared to our competition. It's well-known that **RAID's** pricing is fair, but we tend to not make a huge deal about it. However, when we launched **Zero FEE-Membership**, some people expected us to increase prices to match the so-called "lost revenue".

In fact, we did release a new pricelist for 2022 and the full retail on some course credits did go up but only by a few points, far less than the cost of living, still highly competitive within the industry, and the first adjustment since 2014.

We think that's fair, since the business support we offer has got broader, deeper, and better than ever. So, perhaps we need to make a bigger thing about being the best value in the industry

COUNT ONE MORE REASON FOR EVERY  
STUDENT YOU CERTIFY.

# **“RAID BELIEVES GOOD BUSINESS IS MAKING COMFORTABLE AND SAFE DIVERS BECAUSE THEY TURN INTO LOYAL CUSTOMERS”**

*Pj Prinsloo,  
Vice President Training (Global)*



**RAID believes that fundamental skills  
such as buoyancy and trim belong in a  
basic course rather than a speciality.**

# Training Flowchart







**RAID IS AN INCLUSIVE COMPANY,  
WITH A STRONGLY ENFORCED,  
CLEARLY STATED ANTI-BULLYING  
POLICY.**

**We promise our students a safe learning environment in which sexual harassment, sexism (or any other form of “-ism”), and shaming of any kind is not tolerated, condoned or ignored.**



# FR*E*e-Learning

**RAID** took the very bold step to make every manual in its online library (more than 120 titles at last count) available for free. Instructors, divers, people interested in becoming divers, even people who don't know they want to become divers, anyone can visit the **RAID** website and read ANY course manual they want to... for free. They can even work through the quizzes, no charge. They just have to register. When they decide to take the plunge (sorry), they pick their local **RAID** Dive Centre, and YOU get a customer. Just like that. No effort, no fuss.

We started this brilliant idea a while back and the results have been fantastic. Put your dive centre on the list and we think you'll agree.

COUNT ONE MORE REASON FOR  
EVERY CUSTOMER YOU CLOSE  
WITHOUT ANY MARKETING COST.



# ONE STOP...THIS IS RAID

Like some of our competitors, **RAID** began life as a technical diving only agency. Point of fact, **RAID** was formed specifically to teach rebreather diving. But very soon after opening the doors, our instructors asked us to carry over the same attention to details that we applied to technical dive education to pure recreational and sport diving.

When we started to offer recreational programs, the market agreed there was a need for divers to learn the "**RAID Way™**". Now there are **RAID** programs from open water through "standard" specialties (plus a few extraordinary ones) all the way to divemaster and sport-diving instructor and IT.

Over the years, to help us develop a comprehensive, respected, and highly marketable curriculum, we've recruited some of the most experienced subject matter experts and professionals to our staff. As it stands, our slogan dive "**The RAID Way™**" covers education for recreational, technical, and freediving.

COUNT ONE MORE REASON FOR EVERY  
PROGRAM A STUDENT BUYS FROM YOU  
ON THEIR JOURNEY FROM OPEN WATER  
TO CCR CAVE ON TRIMIX.

# **“OUR RETAIL FOCUS GROUP SURPLANTS ASSUMPTIONS WITH USEFUL MARKET INFO FROM THE FRONT LINES...”**

*Steve Lewis*  
*Vice President Marketing*





# QUALITY ASSURANCE

**RAID** has the most comprehensive Quality Assurance system of any in the diving industry. Every student is surveyed PRIOR to certification. This built-in check makes sure every **RAID** ISO RSTC certified scuba diver, or freediver, has been taught according to our high standards, and asks them to confirm they are completely satisfied with, and comfortable performing, the skills associated with the level of training they have completed. This unrivalled QA system protects everyone including our instructors and your facility. In the unlikely event of a customer complaint, injury or worse, there is an encrypted audit trail to prove training and certification follow and exceeded industry standards.

COUNT ONE MORE REASON FOR EVERY  
BAD CUSTOMER RELATIONS  
NIGHTMARE YOU AVOID WHEN  
PROTECTED BY **RAID'S** QA SYSTEM.

An underwater photograph showing a diver in the center, swimming over a coral reef. The water is clear blue, and sunlight filters down from the surface. The reef is covered in various types of coral and marine life. Another diver is visible in the background, further away.

## **Sometimes we get asked: What does RAID stand for?**

**The simple answer is Fun, Safety,  
Environmental Responsibility, Support,  
Networking, Fairness, Comfort in the  
Water, Good Training, Good Business...  
Stuff like that.**

# WE LISTEN TO YOU

We're focused on making you a winner.

The number one goal of **RAID's** marketing strategy is to help your business succeed. We believe that the most important first steps in our annual marketing plan is to ask you and your instructors -- the people who deal directly with your customers, your divers -- about your major challenges.

Our job then is to find creative ways to use the products and services in **RAID's** toolkit to meet those challenges. This helps tailor your marketing budget to deliver precisely the right message to precisely the right people.

When you are interested in joining RAID's Retail Focus Group, please contact your RAID Regional Office, and someone from marketing will be in touch.

COUNT ONE MORE REASON  
FOR EVERY MARKETING  
DOLLAR YOU DON'T WASTE ON  
GUESSES AND ASSUMPTIONS.

# THE **EDGE**

Powered by **RAID**



## CUEVA DEL **AGUA**

CAVE DIVING IN SPAIN'S  
MURCIA REGION

IN THE **HOTSEAT**

Q&A WITH **PAUL TOOMER**  
AND **JILL HEINERTH**

+ Egypt ▸ Cornwall ▸ Australia ▸ Cayman Islands ▸ Backmount v sidemount

We publish our own online magazine,  
which is distributed free of charge to  
more than 20,000 subscribers.



# STREAMLINED AND AGILE

You matter to us.

We are not the diving industry's biggest certification agency; just the one that promises that you will not get lost in the crowd or forgotten in the shuffle.

Because your business is more than a number to us, we pay attention, we listen, we make an extra effort, and your business performs better and more successfully than ever.

For example, our dive centres told us they needed a program to certify divers in a manmade environment: we launched our **"Indoor Diver"** program. They mentioned a gap in our Try Dive programs: we launched **"Cadet Try Dive"** for 8 to 10 year olds. Regular feedback indicated the need for a refresher program: we released **"Scuba Reboot"**.

WE FEEL THERE ARE ADVANTAGES FOR  
OUR MEMBERS RATHER THAN FLATTENING  
THEIR BUSINESS PLANS UNDER  
A CORPORATE STEAMROLLER.

# ZERO STORAGE SPACE, PLUS ZERO SHIPPING COSTS, ZERO SHELFLIFE HEADACHES

Being 100 percent online has many advantages for you. There are no books to buy, no inventory to carry, no out-of-date titles to send for refunds or credits.

Also, since **RAID's** full library of courses is totally online, you don't have to worry about your student's (or instructors) getting the most current information.

That happens automatically every time a program is updated, or a link to new information is created, or a typo is corrected. It's simple. Students buy credits (either online or directly from you), and they can start their academics when they choose and at a speed and frequency that suits them. **RAID's** system is available to you and the instructor as soon as a student signs up. It's easy, makes tracking progress a snap and means nothing gets lost under a pile of undone filing.

**COUNT ONE REASON FOR EVERY  
HASTLE-FREE PROGRAM YOU RUN.**



**THERE ARE APPROXIMATELY 993 MORE REASONS  
TO WORK WITHIN THE GROWING RAID NETWORK  
OF DIVE CENTRES AND PROFESSIONALS, PLUS  
HUNDREDS MORE BENEFITS.**

The final message is that **RAID** is an agency for divers run by divers. We understand the problems you face day-to-day... we've been there... we face similar situations ourselves. And perhaps the biggest benefit we can offer is the simplest to explain.

Talk to us to find out more.

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