

Ten reasons why you should **TEACH** with Performance Freediving International



Performance Freediving International (PFI) is now part of the International Training family of agencies. Here are 10 reasons why you should look into PFI as another business option to present to your customers as well as a business solution to gain a new market.

1 Highest standards and most respected instructors

Want to teach with the best? Then PFI is your agency. Our instructors and divers have the most comprehensive standards to encourage a culture of safety and a hobby of fun.

2 Proven and time-tested teaching techniques

It is true to say everyone else's program is a spin-off. Our methods and passion have been proven to be effective time and time again. It's those methods that have created dozens of world records, thousands of certified freedivers, and millions of fun freedives made.

3 Industry-leading instructors and methods

We have a lot of firsts...

- **First** to have formal standards and procedures for certification
- **First** to develop techniques now used worldwide
- **First** to provide members with professional liability insurance for freediving
- **First** to offer a Breath-Hold Survival program
- **The only** agency whose instructors provide training for US, Canadian, and British special forces

4 Global presence and local support

With over 25 worldwide offices, PFI is set up to provide a global market with local support. We support our instructors with fast service, quality materials, and fair pricing – worldwide. Rest assured that you're not just a cog in the machine. We stand behind our members and divers around the globe.

5 Online eLearning platform

It's time for freediver training to meet the modern era. Our eLearning system gives you, the instructor, the ability to train even when you aren't there. Through text, videos, and graded assessments, your students will come to the classroom more prepared than even before, and you get to watch their progress the whole way through.

6 Industry-best customer service

We pride ourselves in having experienced staff answering phones, emails, chats, and in-person visits. You can expect to speak with a real person any time our doors are open. Our instructors are our customers and we put them first. That's the only way to do business. Period.

7 One-stop training agency

With PFI, you're part of the family – and it's an awesome family to be a part of. The 5 agencies all offer something unique for your customer base, allowing you to expand into different markets and increase your bottom line.

- Scuba Diving International: scuba training for sport divers
- Technical Diving International: scuba training for technical divers
- Emergency Response Diving International: scuba training for public safety divers
- First Response Training: CPR, AED, First Aid, and O2 training

8 One-stop business solution

International Training is a one-stop solution for you, your dive center, and your instructors.

- A single annual renewal fee covers all our agencies
- A low-cost, comprehensive insurance policy allows you to teach for all our agencies as well as other organizations

Additionally, International Training offers an easy-to-follow educational system. This includes many upgrade paths for instructors.

9 Marketing assistance

Our marketing and sales departments are here to help. Whether it's graphics, videos, or local tactics, we're ready to assist. We have the resources instructors and stores need to increase sales and get divers in the water. Plus, we host informative seminars to get you the information you need to seize your market.

10 Fair pricing

We're focused on freediving stores and independent freediving instructors making money. The more you make, the better. Our pricing for materials, upgrades, and renewal are fair and simple to increase your bottom line, drive profits, and reduce the hassle.



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