CREATING JOBS AND PROFESSIONAL BIKE SERVICES THROUGH A NATIONAL MOUNTAIN BIKE INSTRUCTOR PROGRAM – THE FRENCH MCF EXAMPLE
We created a comprehensive course (1100hrs) to train professional MTB Instructors.

Why?
- Because nobody wants to pay for amateurism.
- Riders are more and more self-sufficient with GPS, maps, guide books, sign-posted trails.
- MTB technical skills was the main value you can propose to the customer — our unique selling point and the means by which we earn customer loyalty.
- Developing riding skills is what clients love and what enables them to enjoy mountain biking in the long term.
- … which is good for the whole market — bike companies, resorts, shops and local communities.

The job is not to just ride with customers. You need to have competence with all age groups and types of rider, create attractive and memorable products, organize & oversee logistics … the more you can propose on bike, the more you will succeed in your activity and your professional life.
We created a union of professional MTB Guides & Instructors: The MCF

Why?
- To organize & represent our professionals in all dealings with federations, government, tourism bodies...
- To negotiate low prices for insurance, equipment & to find national partnerships and networks...
- To develop common tools: standards of progression (skill awards), an official jersey (branding), quality assurance label, legal and accounting support, centralised ordering of promotional material...
- To organise marketing and publicity on a national scale: bike shows and events, centralised internet site for enquiries, creation of a direct booking/sales software program for use by members...

Together, you’re stronger and need never be alone with a problem

www.imba-europe.org
Step 3 : Offer

→ We created an attractive offer/product

→ Why ?
  - Because guiding is not the only thing you can sell
  - You can work with schools, urban riders, clubs, companies, ski resorts, tourist associations, kids, adults, seniors…
  - You can work with different disciplines: MTB, Urban Cycle, **Fat Bike**, BMX, Road Bike, Watt Bike, E-Bikes, disabled access bikes …

→ Culturally, people think they ride well and do not look for MTB Instruction. In our case it was the product which created the demand and not vice-versa. The proof of this is our high customer return rate (50-60%).
Conclusion

• Uniting has given us strength
• Quality & healthy competition stimulate the market demand.
• In France, the activity of 800 MTB Guide & Instructors raises 30 million € of Business and real, main activity jobs all the year.
• The MCF consists of 3 full time staff.
• Our training program has underpinned our commercial success.
• If it works in France, it can work everywhere!
Conclusion

THANKS FOR YOUR ATTENTION