

AOA University Training Videos

AOA University is an educational resource for tools that you can implement immediately. Our face-to-face videos deliver first-hand knowledge from experienced AOA members who use these methods and tactics to run successful outdoor adventure businesses.

Developed and facilitated by subject matter experts and thought leaders from the field, our videos are designed to model best practices, promote engagement, and encourage practical application into the various aspects of running a successful business.

We encourage you to watch and learn from AOA's best-of-the-best. We also suggest that you share these training videos with your management team, reservation team, and anyone in your company who wants to learn and grow professionally.

1. **Nervous clients: Challenge By Choice** – Sarah, Asheville Zipline Canopy Tours
<https://youtu.be/hEyfRpnPSJ4>
2. **Listen between their words/Listen for their emotional state changes** – Carrie, OARS
<https://youtu.be/FdDrm56YEQI>
3. **Red Bull Reservations & Integrity Sells** – Grant, Buffalo River
<https://youtu.be/IVY1UldiWal>
4. **CPR Selling** – Sarah, Asheville Zipline Canopy Tours
<https://youtu.be/ohb0SmUwOkq>
5. **Dealing with caller confusion** – Sarah, Asheville Zipline Canopy Tours
<https://youtu.be/aOso9xQcO1k>
6. **How to video shoot a raving fan client video the challenge** – Miranda, Wildwater
<https://youtu.be/XVmDDmgeiUQ>
7. **Group sales require handholding and up to 7 contacts** – Miranda, Wildwater
https://youtu.be/n_s90BcpOXM
8. **Smile!** – Miranda, Wildwater
https://youtu.be/8fZ-TkW_RYc
9. **The power of enthusiasm & laughter** - Kari & Patti, Mohican
<https://youtu.be/iw4dRcuRmKY>
10. **Identical Web & Phone contact details** – Scott, WI River Outings
<https://youtu.be/kJdiECDmwMw>
11. **Video Blogging 1,000 to 6,000 likes** – Scott, WI River Outings
https://youtu.be/7_dUE8s6Y1g
12. **Millennial Websites and how to create a web of 6 landing pages** – Alexis, River Riders
<https://youtu.be/6054HtBy7FU>
13. **First Impression are lasting impressions** - Alexis, River Riders
https://youtu.be/_7OfxkGPSt0
14. **Inbound vs. Outbound Sales** - Alexis, River Riders
https://youtu.be/jBo_p8DW46A
15. **Banned words and how to effectively replace them** - Alexis, River Riders
<https://youtu.be/sTgVqYv-P80>