



## Satisfaction Guaranteed

I am writing this letter as a “statement of assurance” because I care about any guest who chooses Sand Dollar Sports. We are here representing not only Sand Dollar Sports and the island of Cozumel, but ultimately Mexico as a destination. It is important for you to feel comfortable when purchasing a Sand Dollar Sports product and I want you to feel at ease knowing that your diving vacation starts when you purchase any product from Sand Dollar Sports.

Once, you book your diving vacation we begin to work to get everything ready for you. We will process your reservation, assign boats, prepare gear, assign DM or Instructor and have all your requests met before you arrive. It is important for our team to transmit to you that we are aware of how valuable you are to us. We get it, but we also understand that it is easier said than done. I feel my staff is some of the best local staff this island has to offer. I trust their judgment and their professional and friendly service. From the dive shop, storage room, maintenance department all the way through to our head offices, everyone has one goal in mind and that is for you to just jump on your boat and enjoy your dive without a care in the world.

Every employee understands the most important fact in our business is that we couldn't have this company and the joy of coming to work every day without you. Without your preference we would just be another dive shop in Cozumel. We all know we are not just another Dive Shop because we are your dive shop, so we have to make sure we get it right. We understand how important your vacation time is to you so we want to make your experience here the best one possible.

If you have any issue throughout your vacation just look me up. I am always available for you. You will find me in the Sand Dollar Sports Dive Shop almost every day, all day. If I am out of the office for some reason then tell the staff you need to talk to me, and I will meet with you to solve your issue.

Our pledge, which is explicitly my commitment, is to serve you and to make your diving experience great, anything short of that is my failure. I do not like to fail and I will not fail you so please never leave our facilities feeling that something was not right and without telling me about it. I want to know, discuss it with you and compensate you in case we have failed in anyway. My guarantee to you is to follow up on your comments and to make sure you leave satisfied.

Please rest assured that when you come to Cozumel to dive with Sand Dollar Sports you will have the leading dive shop on the island taking care of you.

Your friend in Cozumel,

*John Flynn*  
President

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