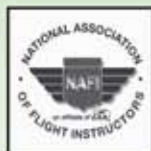


MARKETING  
THOUGHTS

*from*

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# Sign up More New Students!

Why do so many good prospects walk away from their dream of flying? When the issue is money, most of them won't tell you! Embarrassed, they will usually give another reason. Offering financing lets you **LEARN** if money is a concern and **SOLVE** the problem all at once!

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## THE EASY WAY TO IDENTIFY AND ELIMINATE CUSTOMER WORRIES ABOUT THE COST OF TRAINING!

We know how much you **LOVE** talking to new prospects about learning to fly. They are bubbling with enthusiasm and full of questions. Your answers widen their smiles. So why do so many of them walk away without even scheduling a first lesson? Money. When you hear "I want to think about it," that usually means "I'm not sure I can afford it!"

There is an 8 second solution. Simply say: "By the way, we have flight training financing available. The payments are pretty low. Would you like a brochure?". You will see instant interest from those that were worried about paying for training. The others will be proud to tell you that money is not an issue for them. Either way, you win.

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