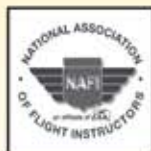


MARKETING
THOUGHTS

from

MENTOR

**#5
IN A
SERIES**



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Sign up Walkaway Joe... and Jane!

Have you met Walkaway Joe? Or Walkaway Jane? We bet you have, many times. They are those nice people who came and talked to you about their dream of flying. They were so **enthusiastic**. But then they left without starting their training! You never heard from them again. Why? **MONEY!**

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**WHEN GOOD PROSPECTS WALK AWAY,
YOUR BUSINESS, YOUR FLIGHT HOURS, AND YOUR
REVENUE GO OUT THE DOOR WITH THEM.**

If you took basic business courses in college, you probably remember Marketing 101. You spent a whole semester learning about how big businesses make a science out of the selling process. Learning about (or creating) customer "needs." Fulfilling them. It's really just the sales process, put under a microscope.

Flight training may not be "big business" but the Marketing 101 principles still apply. When your customers walk away from their dream of flying, it's not about whether they **want** to fly! **They do**. It's not about whether they **like** you! **They will**. Nearly every time, it's all about **money**. Fulfill that need by offering financing to **every** customer. You will see Walkaway Joe (and Jane) turn into **active flight students**.

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