



SOMETHING TO THINK ABOUT.

Do you know...

- How many prospects walk away or postpone Flight Training simply because they are worried about paying for it?
- How many students drop out over money issues?



The surprising truth is...

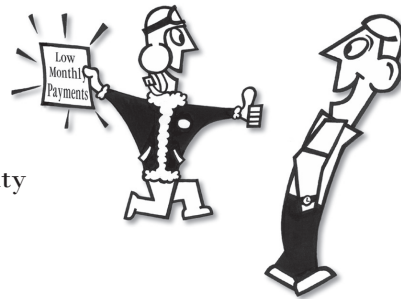
You simply don't know! Why? Because most people won't tell you. They are embarrassed to say "I can't afford it." So they give you some other reason why they are postponing their lifelong dream of flying.

Now, you WILL know!

Displayed on your front counter, these brochures can work magic. Customers worried about money will take one and bring the issue up with you, in a positive way. And you can:

- Sign up many of the prospects that now walk away.
- Retain students who are thinking about dropping out.
- Focus your marketing on service – and away from pricing.
- Look more professional by offering your customers an additional service - a service other schools may not offer.

There is no cost, risk or downside. So, take the opportunity to offer financing to EVERY customer!



***Haven't financed your first account with Pilot Finance yet?
When you do, you will see how easy it is!***