



Aviation Sales Training

A GUIDE TO THE POSSIBILITIES



WE HELP AVIATION PROFESSIONALS

SELL MORE

OF THEIR PRODUCTS AND SERVICES,
SUPPORTING THEIR COMPANIES,
THEIR FAMILIES, AND THE INDUSTRY!

PILOTS & TECHS!

Looking for independence, stability and professional growth?

Starting a side hustle or a whole new career?

You'll need to find your own customers and prospects!

WE CAN HELP!



TAKE CONTROL OF YOUR LIFE!



Fearful about the economy? Layoffs?
Furloughs? A failed medical? Schedule
problems?



Love your flying but hate having your
schedule, itinerary and home life completely
outside your control?



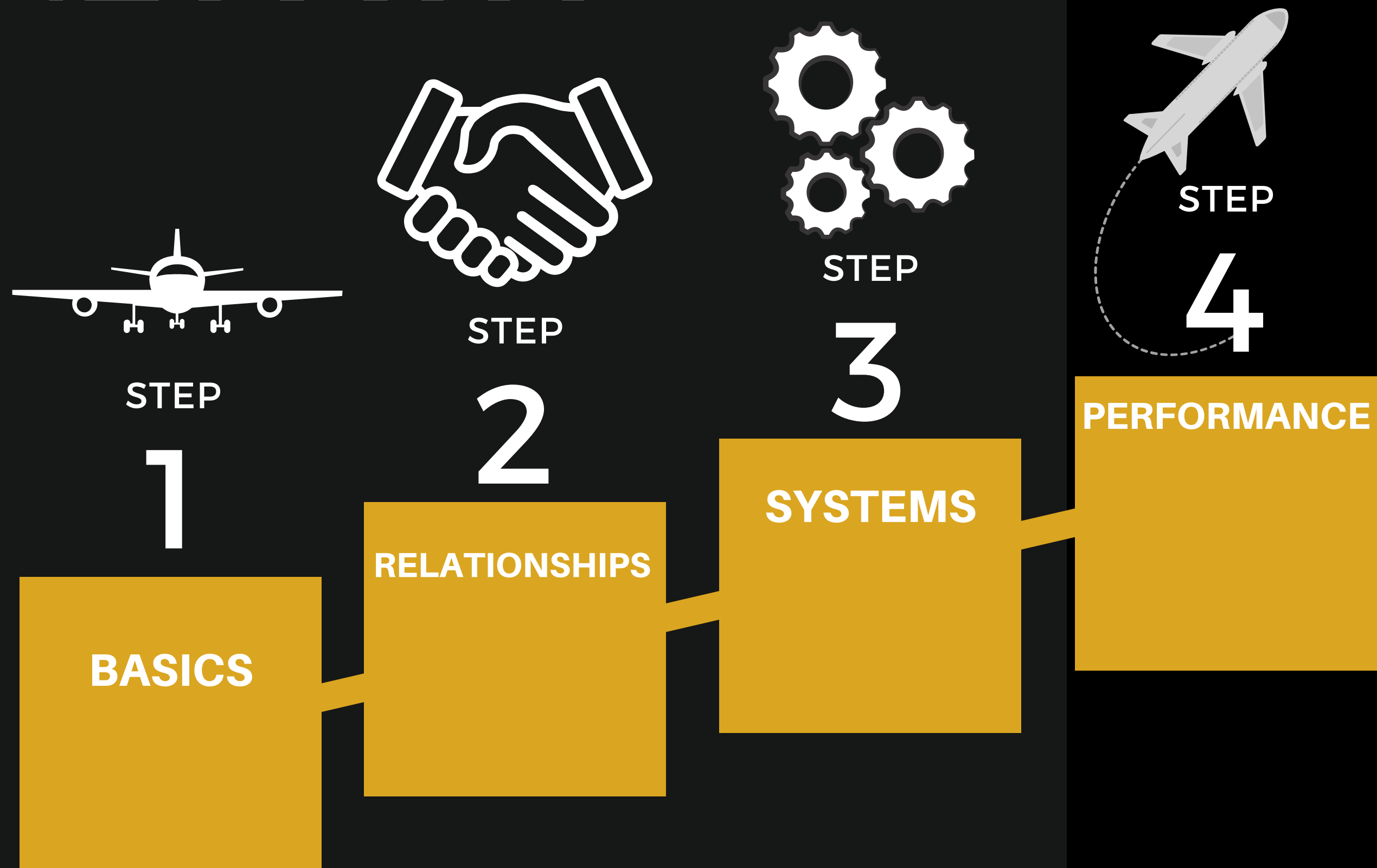
Ready to take control of your future?

BUILD AN INDEPENDENT FUTURE!

Get the skills, tools and networking
you need to succeed!



THE PATH





STEP 1

BASICS

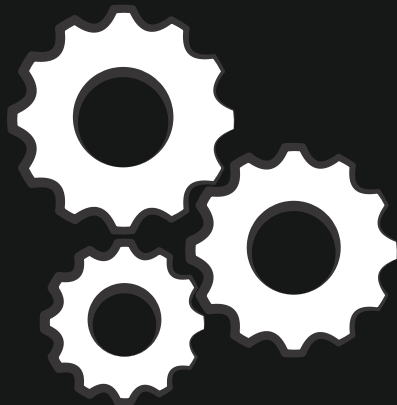
- Why is sales in aviation different?
- Vocabulary & Concepts
- Personal Branding - In Person
- Personal Branding - Online
- Why a Sales System?
- Inbound Sales Calls
- Videoconferencing
- LinkedIn for Prospecting
- Facebook, Twitter, Instagram
- Trade Shows
- Final - Mock Sales Call



STEP 2

RELATIONSHIPS

- The Aviation Culture
- The Aviation Customer
- Building Rapport
- What NOT to Say
- The Best Conversationalists
- Understanding the Customers' Problems
- Talking about Costs, Budgets
- Managing Attitudes
- Final - Mock Sales Call



STEP 3

SYSTEMS

- Sales Systems in Aviation
- Numbers You Should Know (CRMs, Spreadsheets & Reports)
- The Prospecting Process
- Outbound Sales Calls
- Leads from Other Tools
- Referrals and Recaptures
- Customer Service
- Setting Sales Goals
- Sales Planning Calendar
- Infiltrating Target Organizations
- Final - Video Conference Interview



STEP 4

PERFORMANCE

As a member of our professional community, use the tools, skills and networking we provide to achieve greater altitude.



TESTIMONIALS



DOUG GOLDSTROM, PRESIDENT, SSC

Love the interaction!



GENE CLOW, GREAT CIRCLE AIRCRAFT

Worth every penny!



KATHRYN CREEDY

I've done a lot of these programs, this one is the best!



WHO ARE WE?

**OLD SCHOOL DISCIPLINE,
LATEST TOOLS & TECH**

WHY ARE WE QUALIFIED TO SERVE YOU?

- Aviation Industry Experience
- Sales & Marketing Experience
- One MBA, one MAED