

MARKETING
THOUGHTS

from

MENTOR

**#1
IN A
SERIES**



Reprinted with permission of MENTOR,
official publication of NAFI,
National Association of Flight Instructors

Capture and retain that **first day** enthusiasm!

Why not sell your entire training program at once, instead of one lesson at a time? That is just what happens when your customer finances his or her training. 92% of Pilot Finance customers complete their training!

Today, over 1,200 flight schools use Pilot Finance programs to sign up new customers, reduce dropout rates and increase revenue. You can too, with no cost or liability to your school.

Call us: 1-800-667-0201

Visit us: www.pilotfinance.com

Write Us: info@pilotfinance.com

Flight Training Financing WORKS!
Make it work for you.

themarketingcorner

THE REAL REASON WHY 70% OF BEGINNING FLIGHT STUDENTS DROP OUT OR DRIFT AWAY.

Maintaining enthusiasm can be tough. Nearly every student develops doubts at some point during training. Can I really do this? Can I really afford this? That's when many start to drift away. If your students are paying you for one lesson at a time, it is *all too easy* for them to put off training – once, twice, or forever.

Financing makes training easy to afford. Yet students have to make a payment every month, whether they take lessons or not! To quit, your student has to tell us, *and admit to himself*, that he is giving up. That's not easy to do. Rather than drop out, he will come to his next lesson, overcome his doubts and become a pilot!

Pilot
FINANCE, INC.

