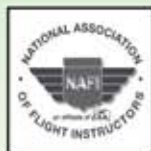


MARKETING
THOUGHTS

from

MENTOR

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Create a **Win/Win...** for you **AND** your **student!**

Reduce your paperwork by selling your training services only once instead of thirty or forty times! At the same time, wipe out your students' money worries. When they finance their training, your students can concentrate on learning (vs. paying) and you can concentrate on teaching (vs. collecting).

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WHEN YOUR STUDENTS FINANCE THEIR TRAINING, YOU BOTH WIN.

Your flight school wins when your customers finance their training. **Why?** You get to sell the whole training program once, instead of selling 30-40 lessons, one at a time! All of your "selling" occurs up front, when your customers are eager and excited. Not later, when they are worried about the last lesson - or the next one. When they finance, your customers commit, in writing, to becoming a pilot. **Case closed.**

Your customers win because all concerns about paying for training are swept away on day one. At the same time, it becomes **more difficult** for customers to quit or drift away. The Win/Win of financing is reflected in the dropout statistics. Financed students are **seven times** more likely to become pilots!

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