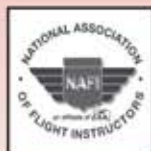


MARKETING
THOUGHTS

from

MENTOR

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SERIES



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National Association of Flight Instructors

Eliminate the #1 Reason Students Drop Out or Drift Away

Don't kid yourself. All your students think hard about the cost of flight training. They are always re-evaluating whether learning to fly is "worth it." Sometimes these worries collide head-on with doubts brought on by a tough lesson or a new financial challenge. That is the exact point when they are likely to drop out, or begin drifting away.

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ARE YOUR STUDENTS THINKING ABOUT FLYING, OR ABOUT PAYING?

Whether you are a CFI or a flight school manager, you know how important it is to get "inside" your customer's head. Teaching your students to fly is **so much easier** if you know what they are thinking! One distraction you do **not** need is having your customers **worried** about being able to pay for all the flight training they need.

Why do you think colleges require tuition payment up front for an entire semester, before classes start? What do you think would happen to college dropout rates if students paid their tuition after every class? Think about it. Learning to fly is like taking one or two difficult college courses. Paid-In-Advance or financed customers do not drop out. **They become pilots.**

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