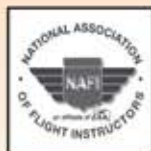


MARKETING
THOUGHTS

from

MENTOR

#12
IN A
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The Eight Second Solution. More Hours, More Revenue!

High gas prices, "sticker shock," fear of stalls. Every day, these reasons and many others make students postpone their dream, or drop out, or "drift away" from their training. You can solve these problems in eight seconds with these magic words: *"By the way, we have financing available. The payments are pretty low. Would you like a brochure?"*

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MORE STUDENTS AND MORE FLIGHT HOURS IN EIGHT SECONDS. REALLY!

Think of all the problems that can be solved in the **eight seconds** it takes to say: *"By the way, we have financing available. The payments are pretty low. Would you like a brochure?"*

When you say those words, students who wondered whether they could afford to fly will see that they **can!** Students who have unexpected expenses will keep training, because their lessons are already paid for!

Students that are troubled over a tough lesson will stick it out, because they made the decision, weeks ago, to buy the whole program. **They put it in writing!**

Seventeen words you speak just once to every customer. **Eight seconds** of your time. More hours. More revenue. No cost. No risk. No downside to you or your school. Easy!

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