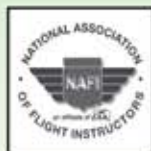


MARKETING
THOUGHTS
from
MENTOR

**#6
IN A
SERIES**



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National Association of Flight Instructors

**It
matters
how you get paid!**

55% - 70%

*Average Dropout Rate for all
Private Pilot Students (per FAA)*

8% - 10%

*Average Dropout Rate for
Packaged-and-Financed Students*

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**CAN THE STUNNING DIFFERENCE IN DROPOUT
RATES REALLY BE TRUE? AND IF SO, WHY?**

In your left seat, you have the recipe for a dropout: One part **WATC** (*worried about the cost*), two parts **CIDT** (*can I do this?*) and just a dash of fear.

Students who pay for one lesson at a time have at least **35** or **40** chances to "put off" their next lesson. They won't admit to quitting. Rather, they assure themselves,

and you, that they will continue training "soon."

On the other hand, students who buy a package and **finance** their training have only **one** way and **one** chance to quit. Plus, with money worries removed from the dropout recipe, sticking it out and becoming a pilot is much **easier**. The **numbers** tell the story.

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