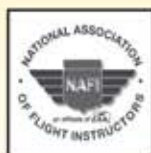


MARKETING
THOUGHTS

from
MENTOR

#9
IN A
SERIES



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Flight training is **more** than just **teaching!**

Is it enough to be a great pilot and a good teacher? Sometimes, it isn't. You may be called upon to wear other hats; counselor, psychologist, or simply friend. The best CFIs also wear the hat of financial advisor!

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FOR MANY STUDENTS, FINDING MONEY FOR TRAINING IS THE BIGGEST CHALLENGE. ARE YOU HELPING THEM?

Some CFIs make the **mistake** of **assuming** that their customers have plenty of money. Or, they **assume** that the customer will tell them if and when money is a problem. Well, we all know what happens when we assume! These assumptions almost always result in fewer new students and much higher dropout rates.

These days, **any successful business** offers their customers an array of payment options. *So should you.* Your role is to inform the student, not decide **for** them. You don't need to "push" financing any more than you should favor credit cards over checks. Just make sure your customers know **ALL** of their options.

