**Discovery Flight Development**

**First Impressions**

* **Instructor’s Role** - Flight instructors are the face of our company and it is imperative that the first impression is one the customer can compliment.
  + Plan to be at least 15 minutes early to each discovery flight. This will allow you to time to gather all necessary documents to present to your customer.
  + Dress professionally in Leading Edge Aviation work attire. It is important that you greet your customers as they walk in the door. If able, stand near the front door to open the door for your customers.
  + Always offer a beverage to the customer, they usually don’t want one but it is nice to ask anyways, especially if they arrive early and will be waiting in the lobby.
  + If a customer walks in the door that isn’t meeting with you, introduce yourself anyways and inform them that you will find their instructor for them.
  + Be yourself, be open and confident. Small talk will go a long way. Conversations are based on verbal give and take. It may help you to prepare questions you have for the person you are meeting before you meet them.
  + Be positive. Your attitude shows through in everything you do.
  + Be courteous and attentive, good manners and polite, attentive and courteous behavior help make a good first impression.
* **Get to know your Customer**
  + The purpose for the discovery flight is to get your customer excited about their decision to pursue their dream as a pilot. It is also important to utilize this time to sell the person on their flight training.
  + In order to sell anything to anybody, you need to get to know the person to find out what drives them. Ask open ended questions and allow your customer to speak their mind about what they want. This will give you many tools to help you with the sell.
  + Ask your customer what they would like from Leading Edge, and ask them what their goals are with the aviation industry.
  + Always ask your customers how they heard about Leading Edge. This will help Leading Edge guide our school towards the most marketable and reliable source for leads.
* **Complementary tour of the facility** 
  + Always begin with the tour of Leading Edge.
    - Show your customer the pilot shop. Explain that we are one of the only pilot shops in the valley and can order supplies upon request if necessary. Explain that they will be able to purchase all of the necessary material for their training in our pilot shop including their headset.
  + Take your customer into the maintenance hangar and explain our maintenance program.
    - We have a total of 6 in house mechanics the work for Leading Edge.
    - Flight School aircraft take priority with the maintenance schedule.
    - Discuss required inspections (ie. The Annual and 100 hour are required.) Explain that Leading Edge conducts a 50 hour to be safe.
    - Explain the effectiveness of seeing, touching and feeling the aircraft parts and pieces while learning the material at the same time.
  + Continue touring the facility showing the customer the offices where their training will take place. It will be beneficial to verify the cleanliness of the offices prior to showing them off.
  + Begin making your way upstairs in the main building and show them the conference room, classroom, pilot-lounge and pre-flight briefing room.
    - This will be a perfect time to discuss the monthly events that Leading Edge hosts. (Tuesday dinners and Saturday brunches) Be sure to invite your customers to these events and ask them for their email at the end of the tour to continue inviting them in the future.
    - As you pass the pilot lounge ask your customer once again if they would like a beverage. (The mini-fridge is usually stocked with water and soda) Again, it will be helpful to check the fridge prior to conducting your tour to verify that it is stocked.
  + After completing the tour of the main facility, make your way downstairs to gather a few aircraft keys to show your customer the aircraft fleet.
    - It is best to continue the tour into the north hangar to show your customer a few of the specialty aircraft that we have (ie. Cirrus, Pitts, Husky). This will be a great time to show off the flight simulator as well.
    - Next you can show off the fleet parked on the ramp. Always show a C-172SP model first if available. Step down the ladder to the C-172N (N734DX if available). Finally, show the C-152 as the last item on the list.
    - As you are showing off the different aircraft be sure to explain the differences between them and pros and cons to each.
* **The Discovery Flight** 
  + Begin by showing your customer a few things about a pre-flight on the aircraft. Walk them around the airplane and quiz them on the different components. Obviously the customer won’t know very many answers, but try to engage them as much as possible.
  + Brief your customer about what they should expect on the flight. Teach them the basic control surfaces and how they are manipulated to control the airplane. Hop into the airplane and treat the flight as if you were trying to get someone as excited about aviation as you are.
  + Allow the customer to control the aircraft for the majority of the flight. Teach the customer how to fly straight and level, climb, turn and descend. Avoid stalls unless requested by the customer; use your best judgment as to how aggressive you can be with the maneuvers.
* **The Sale** 
  + After completing the flight the customer will want to know more details about the cost of training and the process to get started. Bring the customer into an office and invite them to sit down to discuss their options.
  + Have the price breakdown and a list of AME’s readily accessible. First, explain to your customer that they must get an aviation medical exam. It is best to do this prior to conducting their training but is not required. Run them through the cost of training and explain the different financial options. Make sure to mention that they can pay as they go.
  + Get the customer set up on flight schedule pro and schedule your first ground or flight lesson.