**Sales Script**

**Calls to Leads**

Cold calls can be very intimidating especially if you are doing it for the first time as a sales representative for a well-known company. Below is a set of guidelines that can help you through each and every call you make. Keep in mind that the purpose for each call is to get the customer in the door to further sell them on the product you have to offer.

**Script and Description**

* “Hi John, Randy here from Leading Edge Aviation.”
  + Identify yourself immediately, or the contact will hang up on you.
* “Did I catch you at an OK time?”
  + This statement demonstrates respect for their time and an understanding that your phone call is not the only thing on their plate for the day.
  + Don't worry about their response; the next statement makes the response entirely moot.
* “John, I’m sure you’re busy and I want to respect your time, so I’ll be brief.”
  + This statement allows you to continue regardless of how they initially responded to you, rather than rescheduling another tie to call. This is a good thing because you’ve got a prospect on the phone. The LAST thing you want to do is hang up and attempt to catch them at another time.
* “The purpose of my call is to respond to your inquiry regarding your training here at Leading Edge Aviation.”
  + The purpose of this sentence is to create a compelling reason for the person on the other end to continue the conversation. At this point, the customer doesn’t care about your specific product; the customer only wants to know what to expect if the conversation continues.
* “Now you may be wondering what the appropriate path and associated costs might be with your initial request. Well, depending on your situation, these factors can vary.”
  + This eliminates potentially adversarial posture, lowers their resistance, and brings down their guard. It lets customers know you’re not trying to force down their throat something they may not need or may not be ready for.
* “But with your permission, I’d like to talk with you for a few minutes to determine if there is anything we can do to meet your needs.”
  + This statement opens up a dialogue so that you can get permission from the prospect to have a preliminary conversation.
  + Once you have received permission to continue, you now have a prospective customer engaged in a conversation with you—and you can then determine whether there’s a good fit.

**Questions to ask:**

“How did you hear about Leading Edge Aviation?”

“What is your interest in aviation?”

“What is it that you want to accomplish from Leading Edge Aviation?”

Remember: Have a conversation with the customer.

One final, important note: DO NOT READ THE SCRIPT! Instead practice the script as written, then practice it from memory so that the words a spoken naturally as if you just thought of them the moment you are speaking to the customer.

Also remember to stop and actually listen to the customer when asking a question. Don't plow through like a car salesman. This call is about having a conversation with the customer.

**Walk Ins**

(Refer to Discovery Flight Development for more details)

The most important thing you can do with a walk in customer is make a great **first impression.**

* Dress professionally in Leading Edge Aviation work attire. It is important that you greet all customers standing in the lobby and pilot shop.
* Always offer a beverage to the customer.
* Be yourself, be open, be honest, and be confident. Small talk will go a long way.
* Be courteous and attentive, good manners and polite, attentive and courteous behavior help make a good first impression.
* Offer a tour to the client. During the tour ask your client questions about who they are and what they are looking for from Leading Edge Aviation.

**Ask questions about the customer:**

**Ex.**

* **“**Have you ever flown a plane before?”
* “Have you ever been in a small aircraft before?”
* “How did you hear about Leading Edge Aviation?”
* “What are you goals in aviation?”
* “What are you expecting out of your visit here today?”
* “How did you first gain interest in flying?”

***Remember to always ask open-ended questions that will spark a conversation!***

**Responses to Objections:** All of your walk-in customers are shopping for their perfect school. Keep that in mind when you are trying to earn your next client. With that, they will be expecting answers to their objections. Below is a list of common objections and responses to each of them:

* Objection: “Your school seems more expensive than other schools.”
* Response(s):
  + “A lot of schools like to reference the FAA bare minimum requirements when giving clients their quotes. Our quotes are based off of real people who have been through our program.” (Show client the national average and our average)
  + “Our flight school has our own in house maintenance program with recurring maintenance schedules that keep our aircraft in top notch condition. Our maintenance department also allows for students to have a more hands on approach to learning systems.”
  + “Our flight instructors are hand picked and held to extremely high standards. Our supervisors conduct semi-annual reviews with our instructors ensuring the safety and standardization for all instruction at Leading Edge.”
  + “We have multiple aircraft to select from for your training.”
  + “We tailor our training to your learning style and needs. You will never feel constrained or trapped at Leading Edge Aviation.”
* Objection: ”Your school doesn’t qualify me for the RATP minimums.”
* Response:
  + “Our full time instructors maintain a schedule that will enable them to earn the additional ATP minimums in less than a year.”
* Objection: “Your flight school is located near a busy airport.”
* Response:
  + “LEA is geographically positioned in a perfect location for flight training. We are far enough away from the busy airports that we don’t have restrictions to our operations, but we are close enough to get that congested airspace experience if we need to.”
  + Flight Schools that are located at a busy airport will likely spend more time on the ground waiting for clearances than they would at a smaller less busy airport.”
* Objection: “I really want to start flying, I just don’t have the time or money right now.”
* Response:
  + “MACU is a great source for financial aid. The neat thing is that you only have to pay for what you use.”
  + “Leading Edge Aviation has no set schedule, so we can work with your busy one.”
* Objection: “I really want to start, but I need to consult with my (wife, business partner) before going any further.”
* Response: “Great, why don’t we set up a joint meeting with your (wife, business partner) and I can answer any of his or her questions.”

***As a Flight Instructor (salesman), it’s absolutely necessary to understand and be prepared for the most common sales objections. Knowing every detail and feature of your service is important, but getting down into the true core of the customer's objection is equally crucial.***

***Respectfully ask your buyer open-ended questions that probe deeper into the true core of their objection.***

***With an understanding of your customer's wants and needs and your product's offerings, you are armed to tackle any objection based on budget, authority, need, time, and value.***