



Sales Development Training

Product Knowledge

- **LE Aviation-** Full service Fixed Base Operator and Flight School. Leading Edge Aviation has been in business since October of 2004. Leading Edge has a total of 2 locations but currently have 2. One location is here at South Valley Regional and one is located in Logan.
 - Here is a list of services that LEA provides:
 - Cirrus Training Center
 - Aircraft Management
 - Aircraft Sales
 - Fuel Services
 - Maintenance Services
 - Pilot Services
 - Mountain flying courses in the Aviat Husky or in our Cessna 182.
 - Provide training for Private through ATP ratings
- **Aircraft Fleet**
 - Primary Training
 - Cessna aircraft ranging from the C-152 through the C-172RG.
 - Piper Seminole aircraft for multi-engine training
 - Cessna 172RG for advanced complex and commercial training
 - Specialty Training
 - Cirrus SR22T G5 and Cirrus SR20
 - Super Decathlon for upset and aerobatic training
 - Aviat Husky for backcountry and off airport landings
- **Courses Offered**
 - Private
 - Instrument
 - Commercial
 - Multi-Engine
 - Flight Instructor Rating(s)
 - ATP



Steps to Developing a Sale

- Step 1
 - Never ask yes or no questions
 - If people get the impression that you are a sales person and you are out to take their money 90% of the time you will get a “NO.”
 - Ask open ended questions so that you have the opportunity to spark a conversation with the customer.
- Step 2
 - Service is key
 - It is very easy for people to pick up on how sincere you are being with them. Your customers know the difference between your level of sincerity and if you are just trying to make a quota.
 - Exceptional sales people are people who strive to be excellent. Exceptional sales people take pride in their company and also their clients and future clients.
 - Treat other people the way you would like to be treated. Don't be pushy.
- Step 3
 - What not to say
 - There are many words and phrases that should be avoided that can cost you a sale. If you prove to someone that you are a salesperson, you have lost the sale.
 - Cost or Price:
 - When quoting cost or price people will automatically think of money disappearing from their wallet. Instead use the terms: *Investment or Total Amount*. If you use the term investment people will think of their money going towards something worthwhile.



- Buy
 - Nobody wants to buy things; people just want to own things. Instead of using the term buy, replace it with the term own. “If you choose to own this aircraft, you can offset the cost by putting it in leaseback.”
- Problems and Objections
 - When a client has a problem or an objection, let them know that you understand their concerns and that you can assure them that this won’t be a problem. Client- “I like your school, but I am concerned that it will cost more than this other school.” YOU- “I understand your areas of concern; I can assure you that this will not be a problem.”
 - *Counters to cost: Geographic location to KSLC, maintenance program, professional instructor development, level of standards, teach you to be safe etc...*
- Cheap
 - Never refer to the service we provide as being cheaper than the competitor. If you say the word cheap, that’s exactly what your client will think of the service. Instead, tell them that our services are more economical.
- Step 4
 - Emotions
 - Get to know your client and their emotional attachments and use this to customize our services to their needs. Explain the product’s features in terms of benefit to the customer. “How would you like to get from here to Vegas in half the time it takes to drive?” “How would you like to avoid waiting in aggravating security lines at the airport?” “How would it make you feel to tell people that you can fly an airplane?” etc...
 - If you can get your client dreaming about how their life will be better with our services, then you have them sold.
- Step 5
 - Learn to Love “NO!”



- Not everyone is going to say yes, in fact most people are going to say no or come up with some sort of an excuse not to accept our services.

 - KEEP TRYING
 - If one student = 50 hours of training
 - 20 contacts = 1 sale
 - Therefore, 1 contact= 2.5 hours
 - \$20/ hour equals \$50 bucks.

 - For every one contact you have called you have now become one contact closer to making a sale.

 - Qualifying and closing the sale are still important, but if they say no, you've still made \$50.

 - This will help continue motivating you to get customers in the door to get to that 20th contact to make the sale.
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- Step 6
 - Love what you do, not everyone has the opportunity to fly airplanes for a living so enjoy it while you can.

 - Always remember that the sky is the limit, and you can do anything you set your mind to.