**Professional Development**

**Lead Generation**

* Company’s Role - review how the company can help support employees in their student recruitment efforts.
* Instructor’s Role - discuss how instructors can go about generating leads, along with what the company expects from the student. Review methods of networking and getting your own name out there. (ie: going to company events, other aviation events, introducing yourself to people at the other local FBOs)

Set the instructor up on the digital lead tracking system. Explain how to go about following up and input good relevant notes.

Review proper introductions and phone call etiquette. Discuss how build the sale in steps from phone call, to meeting, to discovery flight, and finally to enrollment.

**Customer Service**

1. Goal Setting - making sure to figure out what the student’s ultimate goal with flying is, and tailoring their training towards that goal. It is also the instructor’s responsibility to help the customer set achievable timelines via the calendar.
2. Scheduling and Accommodation - it is important to get the customer set up and shown how to operate on the flight scheduler. Instructors are expected to make the best effort to accommodate the student’s schedule. If this is not possible, policy requires the student to be set up with another instructor who can better accommodate.
3. Following Timelines - use a calendar to map out the whole training timeline for the student and help them adjust expectations accordingly.
4. Availability - making sure the student can always get in touch with you if they have any questions or concerns.
5. Finance Guidance - making sure to discuss the importance of keeping an eye on customer’s progress so as to help them not run out of finances before achieving their goals. The instructor should make an effort to be aware of the student’s financial standing in regards to their rating.
6. Resources - review the different avenues for financial aid available to the students to include:
	1. Scholarships - available but require the students to be actively searching for them.
	2. Mountain America Student Loans
		1. Variable rate that fluctuates based off of the prime index rate. Most recently sits anywhere from 5-7%.
		2. Payments are not required, but the loan will accrue interest on whatever funds have been disbursed at the time. (highly recommend to make the minimum interest payments as they are relatively small)
		3. Once graduation has occurred there is a 6 month grace period before repayment is required in installments.
	3. Utah Valley University
		1. Explain to students the main benefits of the degree. The benefits being that they can qualify for government loans and soon will be able to qualify for a restricted ATP.
		2. Review the admission process and financial aid applications.
		3. Explain how fafsa.edu works and the benefits associated with government loans.
			1. Student needs to be enrolled in a degree seeking program.
			2. Loans will have a fixed rate and will not accrue interest until the loan has kicked out of its 6 month grace period.
			3. Once funding is available, the funding will be sent to UVU. UVU will take the tuition out and then cut a personal check for the student. Encourage the student to create a separate account to be used only for flying.
		4. Encourage students to set up an appointment with a counselor to enroll them in appropriate classes.