



Aviation Marketing  
Master Class

### Six Prospecting Techniques That Really Work in the Aviation Industry!



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Master Class

### Six Prospecting Techniques That Really Work in the Aviation Industry!



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### This Webinar is For You If . . .

- You sell something.
- You need to grow your list of qualified prospects.
- You don't have an unlimited marketing budget (Or, you have competitors that can outspend you.)
- You understand that marketing is not magic.



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This Webinar is NOT For You If . . .



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### What We'll Cover Today

- The six best techniques for growing your prospect list.
- Each of these targets your ideal customers.
- Each of these six can be used alone or in combination with others.
- More is better, but you don't have to do them all.



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### If You Do This Right . . .



- You'll have as many good, qualified prospects as you can manage well.



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## ABCI



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## Our Story



- We thought it would be easy!

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## Amateur Prospecting



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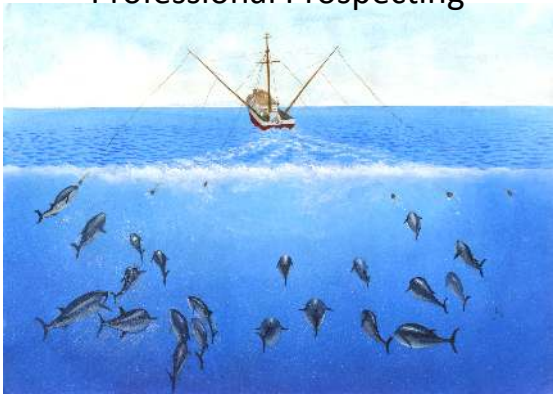
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# Professional Prospecting



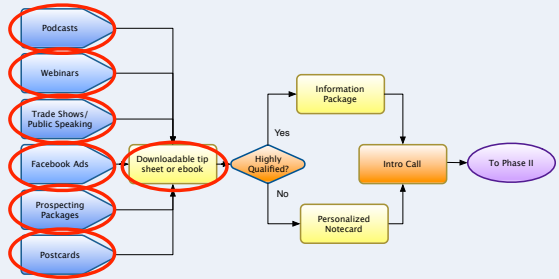
**Phase One -**  
Advertising  
&  
Prospecting

**Phase Two -**  
Building Credibility  
& Closing Sales

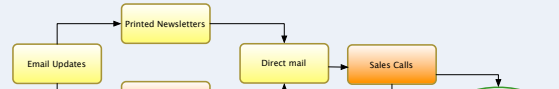
**Phase Three -**  
Referrals, Resales & Recaptures



## Phase One - Advertising and Prospecting



## Phase Two - Credibility & Sales Activities



Questions So Far?



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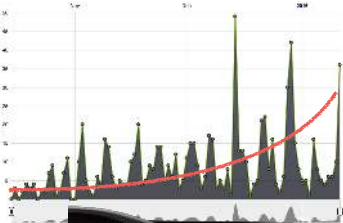
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Podcasting



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Questions About Podcasting?



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## Webinars

What to Preheat

Simple



INTERNAL USE

Lycoming

Cylinders of Heated Intake 50-watt

Cylinders of Heated Exhaust 68-watt

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## Questions About Webinars?



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## Trade Shows/Public Speaking



- Submit proposals when trade shows send a "call for speakers."
- Put a "Need a Speaker?" page on your website with topics & clips

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## Questions About Public Speaking?



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## Questions About Facebook Ads



<https://www.facebook.com/business/help/633474486707199>

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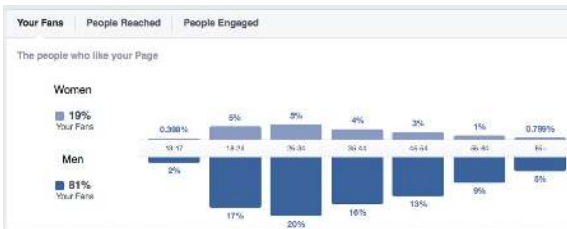
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## Questions About Facebook Ads



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## Questions About Facebook Ads?



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## Prospecting Packages



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## Questions About Packages?



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# Postcards

**Great Circle Aircraft**  
6513 132nd Avenue Northeast  
Kirkland WA 98033  
www.GreatCircleAircraft.com

Landing an aircraft sale or purchase in 2015?

If you are intending to complete an aircraft transaction in 2015, it's time to get started!

You may be surprised at the time it takes to complete your sale or purchase successfully!

It helps if you have representation that specializes in:

- Attention to detail
- Experience
- Negotiation skill
- A wide network of related business professionals

Call us Today!

We'll send you the "need to know" timing information regarding aircraft transactions  
(425) 822-7876

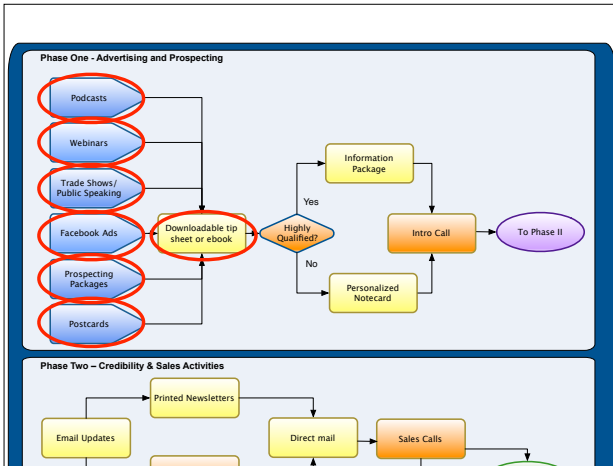


# Questions About Postcards?



# Professional Prospecting






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## Checklist

- Choose any two of these prospecting activities.
- Ideally, one digital and one traditional.
- Create a great Call to Action
- Measure your results




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## Coming Up Next Week- Members Only

- We'll work with you on YOUR prospecting activities.
- Podcasting
- Webinars
- Trade Shows/Public Speaking
- Packages
- Postcards




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## Who This is NOT For

- Not for you if you're already a client.
- Not for you if \$279/month would take food off your table.
- Not for you if you're not willing to spend time & energy to get customers.
- Not for you if you don't "play well with others."



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## This Webinar is For You If . . .

- You sell something.
- You don't have an unlimited marketing budget (Or, you have competitors that can outspend you.)
- You understand that marketing is not magic.



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## Why we Built the Master Class



- Success is about what you know AND who you know.
- Save time, money, and your reputation.
- Focus on what's relevant.
- Don't "reinvent hot water!"
- Learn one thing at a time . . .



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## Outcomes of the Master Class

- A more robust, predictable, measurable and stable marketing system each month.
- A team of people you can “lean on”
- Much less expensive than consulting!
- ABCI charges \$2000/day + travel & expenses.



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## Your “Dream Team”

*Facilitator*  
Bert Botta

Member Highlights  
Group Discussions



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## Your “Dream Team”

*Test Flights*  
Jeff Stodola

A blunt review  
Suggestions to make it better!



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## Your "Dream Team"

*Tech Tips*  
Bryan Pilcher  
CRM  
Social Media  
Analytics



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## Book Club


*Book Club*  
80/20 Sales & Marketing  
Henry Kissell & Richard Koch  
The 80/20 Sales and Marketing Book  
May 2012  
Aviation Marketing Master Class




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## Your "Dream Team"

*Office Hours*  
John Williams  
MBA  
Finance Nerd  
Business Development



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## The "Dream Team"



*Office Hours*  
Paula Williams

Campaign Strategy  
Organization  
Copy & Design

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The graphic features a portrait of Paula Williams on the left. To the right, the text 'Office Hours' is in a red script font, followed by 'Paula Williams' in a black sans-serif font. Below this, three bullet points list her services: 'Campaign Strategy', 'Organization', and 'Copy & Design'. At the bottom, the 'Aviation Marketing Master Class' logo is shown twice, once larger and once smaller.

## What We Included . . .

- Establish **trusted relationships** by interacting with other aviation marketing professionals in our private Facebook group and live webinars.
- Get **frank feedback** on your ads, headlines, images and projects.
- Our **Aviation Industry Editorial Calendar** includes the topics and events you need to know about.
- **Members Only** events and webinars where we cover one key topic, interactively and in depth, each month.
- **Recordings and transcripts** for all of our events. You won't miss a thing, no matter how busy your schedule might be!
- **Our Book Club** - we send you one sales or marketing book each month, with discussion and interaction on how they apply (and don't apply!) in the Aviation Industry.
- A **one-inch binder** each year with tabs, CD pockets, and everything you need to keep your growing sales and marketing library organized.
- **Tons of advice** on tools and techniques that will get you much better results for much less money!



## What We Included . . .



# Your Choice . . .



Amateur



Professional



# How You Get Started:

[www.AviationBusinessConsultants.com/jan2016order](http://www.AviationBusinessConsultants.com/jan2016order)

Need help? Support@AviationBusinessConsultants.com or 703-963-1679

**Silver Level Membership**  
Join the smartest people in the aviation industry for specific marketing information and advice that works.

**Here's What You'll Get:**

- ✓ Our marketing mini-quest or mini-aid is a 45-minute consultation so we can truly understand your priorities and objectives (\$250 value)
- ✓ Establish trusted relationships by interacting with some aviation marketing professionals in our private Facebook group and live webinars.
- ✓ Get frank feedback on your ads, headlines, images and projects.
- ✓ Our Aviation Industry Editorial Calendar includes the topics and dates you need to

# Risk Free!

- 30 Day Money-Back Guarantee!
- No Long-Term Contract!
- If it's not for you, you lose nothing!



Don't Wait!

**Bonus - Buddy Pass (Same Address)**  
**(Value \$279) Per Month. Forever!**



**Special Bonus-**  
Join or upgrade to  
the Silver Level  
before the timer  
runs out and you'll  
get our Aviation  
Industry Editorial  
Calendar.  
**(Value - \$450!)**



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[www.AviationBusinessConsultants.com/jan2016order](http://www.AviationBusinessConsultants.com/jan2016order)

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