

## RESALES, RECAPTURES & REFERRALS

The most profitable phase of the sales cycle!



Print This Workbook for your notes during the Workshop!

## Agenda:

- Why Resales, Recaptures & Referrals
- The Subscription Model
- Recaptures
- Referrals
- Success Factors For All of the Above



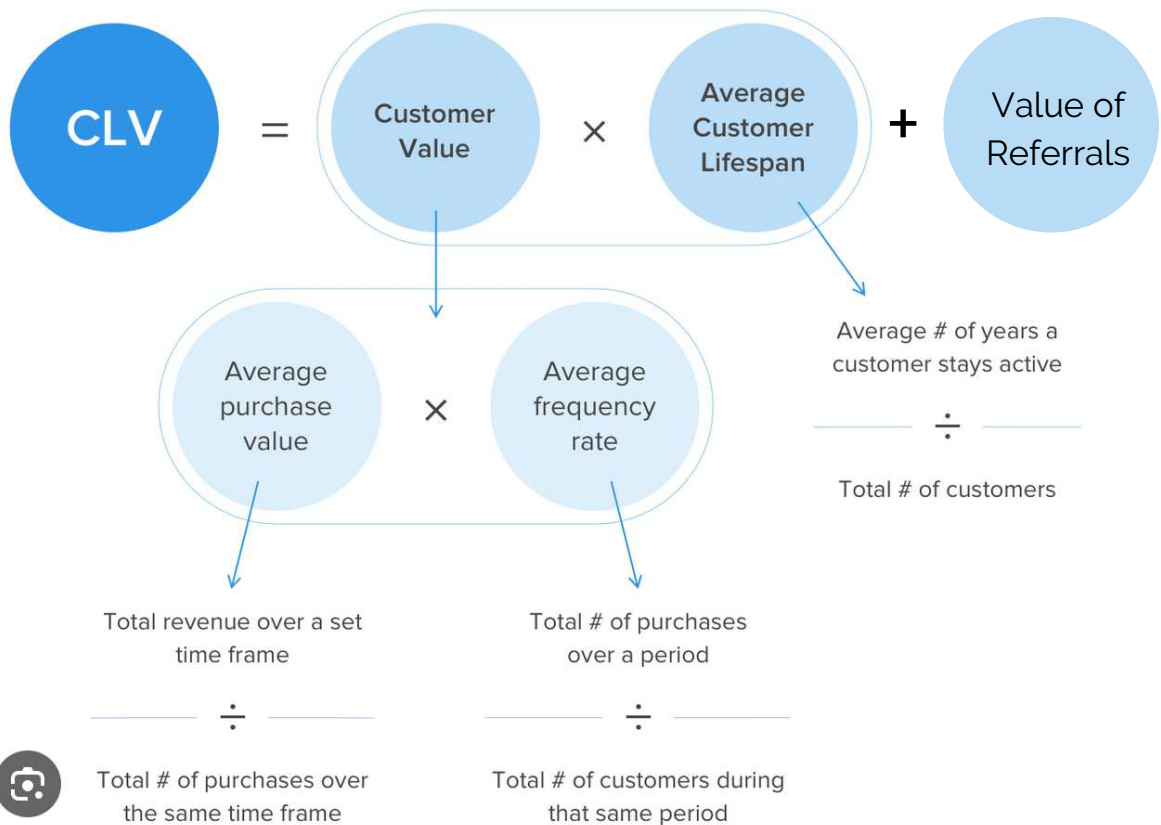
# Resales, Recaptures & Referrals Goals

Most of the money in the aviation industry is made AFTER the first transaction.

**If you've done this right,**



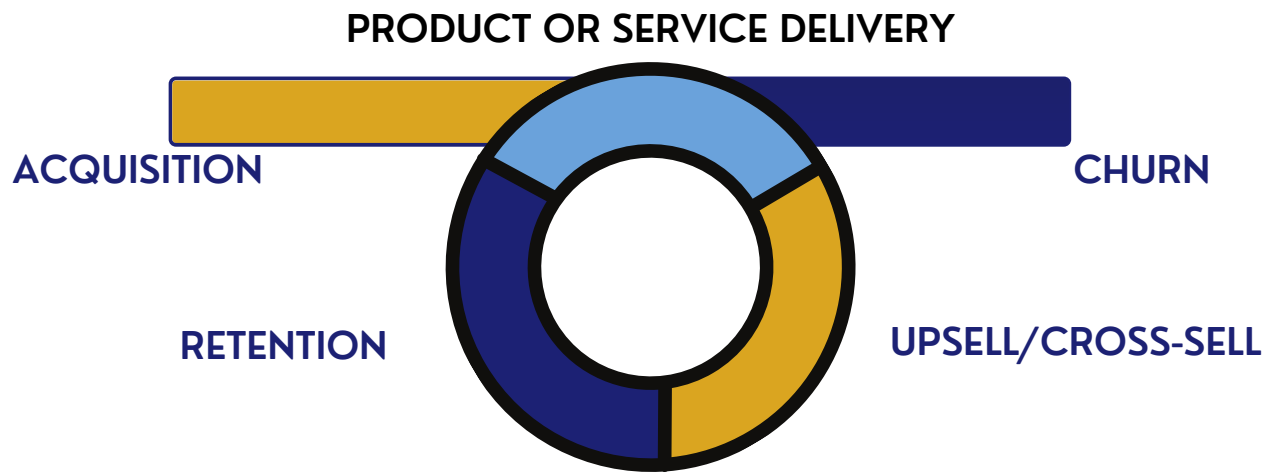
- You'll have increasingly profitable relationships as your Customer Lifetime Value goes up.





# Resales for Recurring Revenue!

"Think like a subscription company, even if you're not!"



## The Subscription Revenue Cycle

What Products & Services Do Your Customers Purchase Annually?

What Do They Purchase Quarterly?

What Do They Purchase Monthly?



# Subscription Ideas

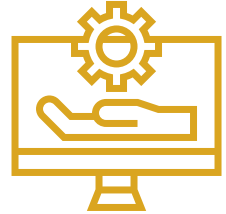
## Product or Service

Regular deliveries of consumables  
Consulting retainer agreements  
Paid newsletters  
Software as a Service (SAAS)  
Data Access  
Short Courses  
Webinars



## Examples

Catering, cleaning or maintenance supplies  
Attorneys, consultants  
FlightGlobal, SpeedNews  
Salesforce or Foreflight  
JetNet or Airpac  
King Schools, Cessna Training  
Online  
ACC Training Hub



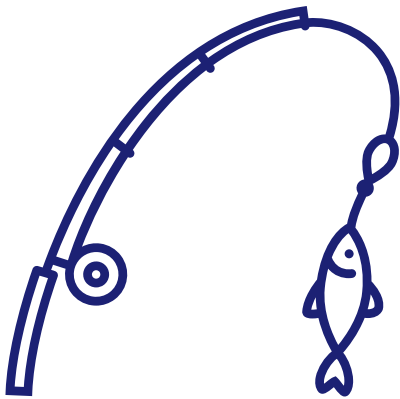
## How to Make Your Subscription Product More Valuable

- Your subscription should ensure an attractive outcome within a specific timeframe.
- Make "keepable" promises for each quarter or month of service.
- Highlight success stories.
- Offer limited one-on-one or small group live training or consultations.
- Add relevant products & services from partners.
- Offer priority scheduling or support request handling.
- Offer on-site training or consultations, if possible.
- Create an online or instructor-led course.
- Offer continuing education credits.
- Introduce customers to each other.
- Host networking events.

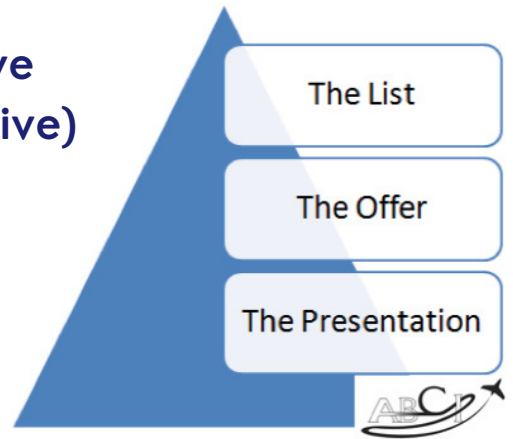


# Recaptures!

Get back the "Ones that Got Away!"



The Most Expensive  
(but also most lucrative)  
campaign we run  
most years!



### Your List

- Customers who left you
- Prospects who didn't buy
- Last meaningful contact was up to 6 years ago
- 20-50 names.

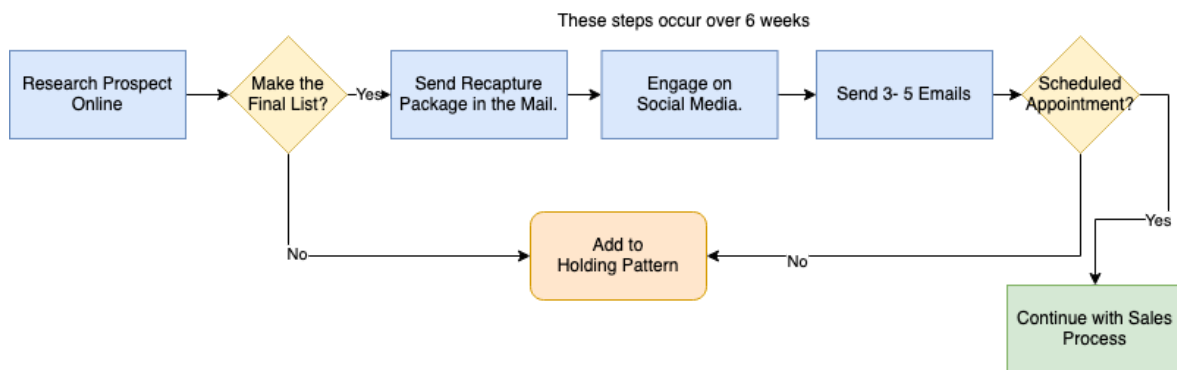
### Your Offer

- Something they wanted that you couldn't offer at the time.
- Same products or services you offered last time.
- Bonus or gift certificate

### Your Presentation

- Mailed package
- Catalog or brochure
- Book, calendar or branded tchotchkies
- Social media or event contacts
- Emails

## Recapture Campaign



### How to Calculate Your ROI

**Expenses:** Time to research your list, formulate your offer and design your presentation. Printing, postage, any additional items (folders, books, calendars, tchotchkies, etc).

**Assets:** Active prospects in your pipeline. Revived relationships. Referrals. Sales!

# Referrals!

Be The One Your Clients Talk About!



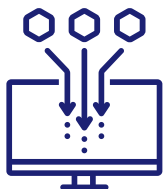
## Core Talkable Difference

- **What do your customers like most? What can your competitors NOT duplicate?**
- What makes your business so extraordinary or unusual that people have no choice but to talk about you?
- This could be an extraordinary guarantee, an unusual service, location, or a unique customer experience.
- It must be VERY easy for your customer to talk about or explain to others.
- Simplify something. Save your customer more time. Make it outrageously convenient.

## Referral Entry Points



- Set the expectation in the sales process.
- Segment customers from partners
- Create turnkey referral tools
- Plan for logical collection
- Frequent and regular requests
- Measure & adjust!



# Other Workshops for Aviation Sales and Marketing Professionals



**FOCUSED SOCIAL MEDIA**

**FIVE SOCIAL POST TYPES THAT GET RESULTS FOR BUSINESS AVIATION**

**PROMO VIDEO**

**Outcome - A Compelling Short Feature**

**AI - ASSISTED PROSPECTING**

**Identify, Target, Locate, Contact!**

**PERSONAL BRANDING FOR AVIATION PROFESSIONALS**

**Look Your Best Online and In Person!**

**STRATEGY, PLANNING & BUDGET WORKSHOP**

**Outcome - A Strategic Marketing & Sales Plan and Budget for 2021**

**MARKETING LAB**

These workshops are free for Aviation Sales and Marketing Lab Members.

Not yet a member? Let's talk about how a commitment to long-term excellence will help your business!



## Success Factors

A great pilot, or a great marketer, is ALWAYS learning!

# Other Workshops for Aviation Sales and Marketing Professionals





## DIGITAL MARKETING SPECIAL

FREE GOOGLE or FACEBOOK AD BUDGET!

Silver	Gold	POPULAR! Platinum	Titanium
<b>\$379</b> /MO INCLUDES <b>\$100</b> Ads!	<b>\$979</b> /MO INCLUDES <b>\$250</b> Ads!	<b>\$2779</b> /MO INCLUDES <b>\$750</b> Ads!	<b>\$3779</b> /MO INCLUDES <b>\$1000</b> Ads!
This plan is best for entrepreneurs.	This plan is best for small businesses.	This plan is best for growing businesses.	This plan is best for maximum growth.
Simple Content	Upgraded Content	Premium Content	Even More Content
Social Media Management	Social Media Growth	Campaign Strategy	Marketing Strategy
Website Hosting	Custom Services	Special Request Handling	Priority Request Handling

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## Success Factors

Great marketing is a habit, not an act