



Print This Workbook for your notes during the Workshop!



Agenda:

- Prospecting Goals
- Identifying Prospects
- Getting Attention
- Starting the Conversation/Building Rapport
- Making an Offer for the Next Step



Prospecting Goals

"You don't need to sell the whole chain, only the first link!"



If you've done this right,

- You found a person with the money, authority & need (MAN) to be a customer.
- You started a relationship that everyone feels good about.
- You've invited them to take the next step in the sales process.

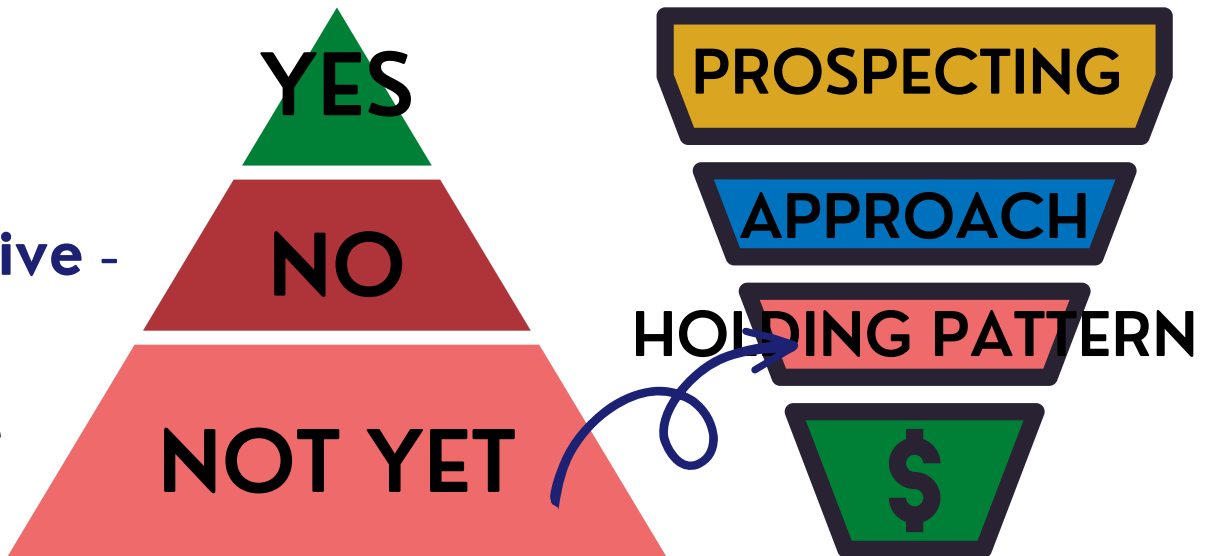
That's It!

Objective -

a full pipeline of

qualified

prospects!



What We DON'T Want



In Aviation, we have a limited pool of prospects.

We don't want to turn them off or leave them with a less-than-positive first impression from a cookie-cutter, generic approach, talking about ourselves or our product too much, or asking for too much, too soon.



Identifying Prospects

Who do you want as a customer?

About the Company

Company Type?

Company size?

Geographic location?

Make & model of aircraft?

Financial means?

Other Factors?

About the Person

Title?

Needs/Priorities?

Personality?

Motivation Level?

Other Factors?

*Write your
answers*



Sources of Prospects

27 Ways to Find Prospects

Social Media Platforms (e.g. Twitter, Facebook, Instagram)

Online Advertising (e.g. Google Ads, Facebook Ads)

Content Marketing (e.g. Blogging, Infographics)

Lead Capture Software (e.g. Leadfeeder)

Affiliate Marketing/Promo Codes

Old Customers with New Needs

Trade Shows and Conferences

Individual Personal Emails

Direct Mail Packages

Networking Events

Guerrilla Marketing

Affiliate Marketing

Partner Marketing

Association Lists

Public Speaking

LinkedIn Groups

Trip Calculator

FAA Website

Free Quote

Postcards

YouTube

Podcasts

Referrals

ChatGPT

Webinars

JetNet

AirPac

Circle Any Three Sources

Remember- you only need
ten prospects at a time!



Getting Attention

Choose your weapon! (Circle at least two!)



LinkedIn DMs



Telephone



Email



In-Person Office Visits



Postal Mail



Trade Show



Getting Attention

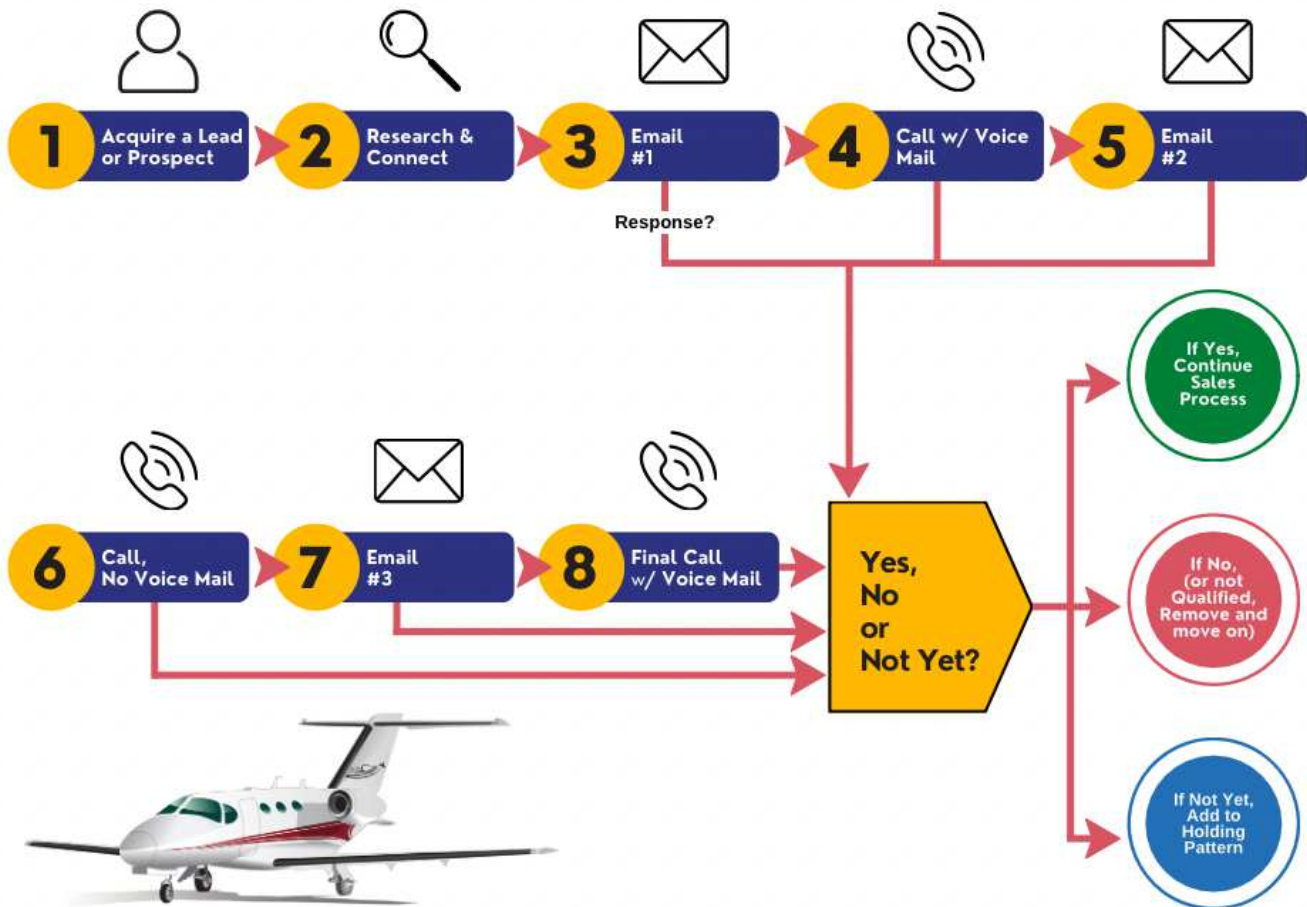
Your first approach WILL be ignored.

Don't take it personally, people are busy!

Alternate at least two methods.



Eight Step Prospecting Campaign



Starting the Conversation/Building Rapport

The first interaction should be a question about him or her.

That shows you've done your homework and respect their time!

Easiest - comment on something they've said on LinkedIn or in a common group.

A bit harder - try finding common ground to talk about business.

- I see you went to _____ event. What did you think of it?
- I see you went to school at _____. Are they still heavy on _____ emphasis?
- I noticed you post a lot about _____ topic. I'd like to hear your opinion on _____.
- Many people in _____ position are finding _____ a problem or challenge. Is that the case for you?
- I see you were promoted to _____ at _____. Congratulations!
- Happy Anniversary at _____!



ChatGP Prompt

Suggest some ways to open a conversation on LinkedIn with John Williams. Here's his About Section



Making an Offer



Low Risk



Consultation



Customized Report



Detailed Trip
Quote or Proposal



Industry Insights
from an Expert



Demo Customized
with Their Use Case



Cup of Coffee
(Literally!)

Your initial offer must be high-value but low-risk on both sides.

Ideally, something they actually want, but can't get anywhere else!



Offer a **Better** Free Consultation



Free Consultations are a great way to attract and engage with prospects.

But the internet is awash in offers for free consultations that are little more than a thinly veiled, high-pressure sales pitch. So, your prospects are suspicious!

Here are some things you can do to make your free consultations more attractive:

- Provide a time frame. Busy people don't want to be tied up indefinitely!
- Be specific about exactly what information will be shared during the consultation.
- Use a program like Calendly or TimeTrade to make scheduling easy & convenient.
- Ensure that a few times each week are available, so that people have choices..
- Offer additional value, such as a free report, recording and/or transcript, or a free copy of your book to make this an even better value for your ideal prospect.
- Ensure this is something that many of your ideal customers want to know! (A topic you get the most questions about is a good place to start!)
- Provide choices. You can offer more than one type of consultation and let prospects choose. ("Pricing Your Aircraft for Sale" vs. "Timing the Sale of Your Aircraft")



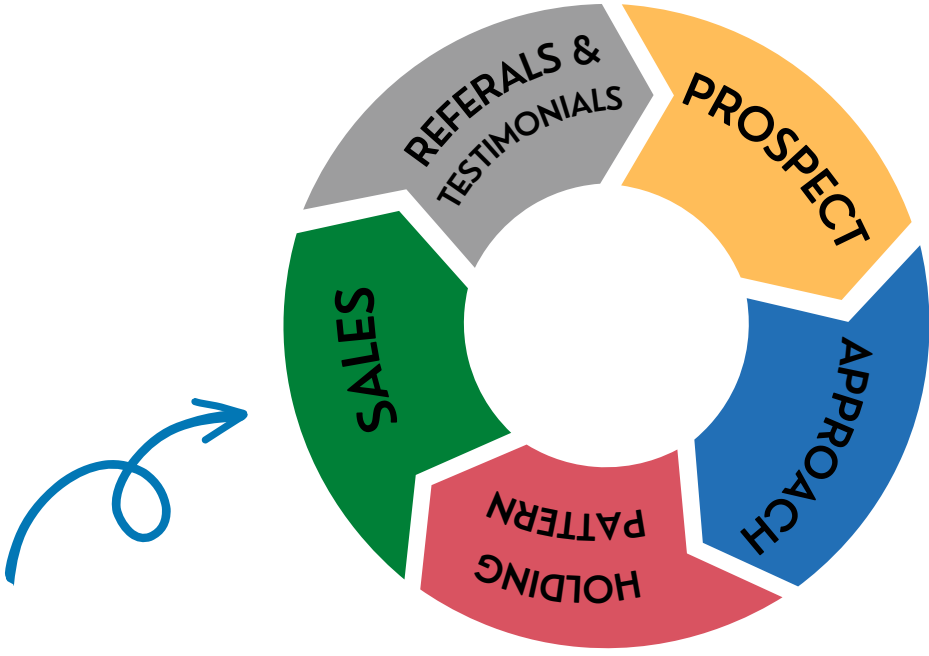
BEFORE

"Sign Up for a
Free Consultation Today!"

AFTER

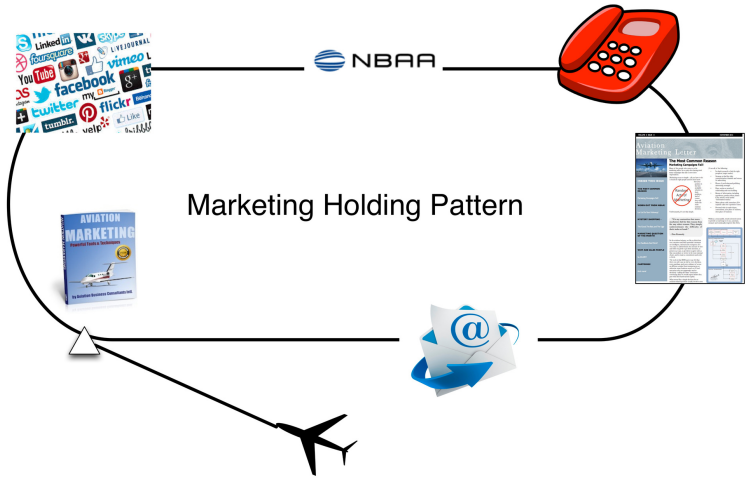
"Schedule a 45 Minute
Professional Evaluation of Your
Aircraft, Pricing & Current Market
Conditions."

Next Steps!



Holding Pattern

Sales



Other Workshops for Aviation Sales and Marketing Professionals

FOCUSED SOCIAL MEDIA



FIVE SOCIAL POST TYPES THAT GET RESULTS FOR BUSINESS AVIATION

24/7
6
HSA

PROSPECTING



Identify, Target, Locate, Contact!

24/7
6
HSA

RESALES, RECAPTURES & REFERRALS



THE FASTEST, LEAST EXPENSIVE WAY TO GET NEW CUSTOMERS!

24/7
6
HSA

PERSONAL BRANDING FOR AVIATION PROFESSIONALS



Look Your Best Online and In Person!

24/7
6
HSA

STRATEGY, PLANNING & BUDGET WORKSHOP



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

24/7
6
HSA

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





MARKETING LAB SERVICE LEVELS

<h3>Silver</h3> <p>\$379 /MO</p> <p>This plan is best for entrepreneurs.</p> <ul style="list-style-type: none">Simple ContentSocial Media ManagementWebsite Hosting	<h3>Gold</h3> <p>\$979 /MO</p> <p>This plan is best for small businesses.</p> <ul style="list-style-type: none">Upgraded ContentSocial Media GrowthCustom Services	 <h3>Platinum</h3> <p>\$2779 /MO</p> <p>This plan is best for growing businesses.</p> <ul style="list-style-type: none">Premium ContentCampaign StrategySpecial Request Handling	<h3>Titanium</h3> <p>\$3779 /MO</p> <p>This plan is best for maximum growth.</p> <ul style="list-style-type: none">Even More ContentMarketing StrategyPriority Request Handling
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EACH LEVEL INCLUDES
CONSULTING & MARKETING SERVICES
PLUS ON-DEMAND WORKSHOPS, SOFTWARE AND RESOURCES
TO HELP YOU SELL MORE PRODUCTS AND SERVICES

Get access to ALL of our workshops, plus hands-on, customized marketing assistance!



Success Factors

Great marketing is a habit, not an act