



Prompts for Targeting Aviation Industry Prospects

We're looking for the **most likely** people to purchase your products and services.

"If your targeting is good, every "no" is temporary."

Step 1: Analyze Company Data to Define the Ideal Customer Profile (ICP)

Use data from CRM systems like Salesforce, HubSpot, or other tools to identify common traits among current customers.

Prompts for ChatGPT:

1. "Analyze this customer data (paste data summary or upload details). Identify common characteristics such as company size, location, industry, revenue, or fleet size."
2. "What are the top industries, company sizes, or geographies represented in this dataset?"
3. "Identify patterns in purchase behavior, service utilization, and customer tenure from this dataset."
4. "What are the key decision-makers (job titles) mentioned in this dataset, and what patterns emerge in their preferences?"
5. "Based on this dataset, describe the ideal customer profile (ICP) for our [MRO services for Citation XLS+]. Include demographics, firmographics, and buying behaviors."

Step 2: Identify Target Geography

Determine the geographic focus for your prospecting efforts based on your operational location or service area.

Prompts for ChatGPT:

1. "List all major airports and aviation hubs within a 500-mile radius of [Omaha, Nebraska]. Include airport codes and distance."



2. "Using this geographic region (paste specific states or cities), identify regions with high-density aviation activity."
3. "What are the busiest FBOs or private jet terminals near [specific location]? Prioritize those catering to Citation XLS+ or similar aircraft."
4. "Generate a list of aviation companies, charter operators, or flight departments within [target radius or states]."

Step 3: Work with FAA, JetNet, or AirPac Data to Narrow the Target List

Use licensed aircraft owner databases to refine your list of potential customers.

Prompts for ChatGPT:

1. "From this FAA dataset (paste or describe data), identify operators or owners of Citation XLS+ aircraft."
2. "Filter the dataset to include only companies with less than 200 aircraft under management."
3. "Cross-reference this data with the target geography (e.g., states, regions, or airport codes) to refine the list of operators."

Success Factors

Most of the time, busy aviation industry decision-makers or VIPs are not intentionally ignoring you - they just have a LOT of things on their plate.

If you've done the targeting correctly, they appreciate your respective persistence.
If you haven't done your targeting correctly, they will resent you for wasting their time.



4. "Identify Part 135 charter operators and Part 91 flight departments from this dataset within [specific area]."

5. "Based on this FAA data, create a ranked list of operators by proximity to [Omaha, Nebraska]. Include fleet size and contact details, if available."

Step 4: Locate Relevant Job Titles Involved in Purchase Decisions

Identify the individuals who influence or make purchasing decisions for aviation products or services.

Prompts for ChatGPT:

1. "What are the common job titles of decision-makers responsible for phase inspections, maintenance, or fleet management in aviation companies?"

2. "For Part 135 charter operators, who typically manages maintenance scheduling or vendor selection? Provide a list of potential titles."

3. "For Part 91 corporate flight departments, what job titles are responsible for maintenance oversight or operational strategy?"

4. "Generate a detailed list of aviation decision-maker titles, segmented by company type (e.g., Director of Maintenance for MROs, Fleet Manager for private operators)."

5. "What are the responsibilities of a Director of Operations at a charter company, and how do they align with selecting MRO services?"

Step 5: Locate Individuals on LinkedIn

Find specific people matching your target job titles and organizations using LinkedIn's search capabilities.

Instructions for LinkedIn Search:

1. Search by Company Name:

- Go to LinkedIn's search bar and enter the name of a company (e.g., "Jet Linx Aviation").

- Use the "People" filter to find employees.

- Narrow results with keywords like "Maintenance," "Operations," or "Fleet Manager."

2. Search by Job Title:

- Use the LinkedIn search bar to enter job titles like "Director of Maintenance" or "Fleet Manager."

- Combine with location filters (e.g., "Wichita, KS") or company names.

3. Use Boolean Search:

- Example Query: "Director of Maintenance" AND "Citation" AND "Kansas City"

- Use Boolean operators (AND, OR, NOT) to refine your results.

4. Leverage Connections:

- Look for second-degree connections through mutual contacts to facilitate introductions.

5. Engage Strategically:

- Use InMail or a connection request to introduce yourself. Include a personalized note referencing the company or shared interests.



Optional Advanced Step: Cross-Reference Data

Prompts for ChatGPT:

1. "Combine FAA data with LinkedIn search results to create a comprehensive contact list. Highlight relevant decision-makers for Citation XLS+ phase inspections."

2. "Identify any gaps in data coverage (e.g., missing names, emails, or roles) and suggest alternative ways to find this information."