

AVIATION BUSINESS INTERACTIVE TRAINING

Course Syllabus

- RAMP UP WEEK!
- SALES AND MARKETING BASICS
- APPEARANCES
- PROSPECTING
- TOOLS OF THE TRADE
- USING THE SYSTEM
- GENERAL OBJECTIONS
- MONEY OBJECTIONS
- TIME/CONVENIENCE OBJECTIONS
- MAKING THE SALE
- PROBLEMS AND QUESTIONS
- FINAL EXAM

Aviation sales skills are best acquired by personal experience and role-playing. That takes time and requires people to be available by Zoom on a 12-week schedule.

Sales and marketing generate the capital that creates the power to keep the aviation industry running. The industry needs you to be a better salesperson!

Nothing happens until somebody sells something. Whether you work in an FBO, MRO, or charter company, or whether you're a broker, component manufacturer, software developer, doctor, lawyer, consultant, or other professional, you're in sales.

To be successful (and to make a living!) you have to sell your products or services, or at least sell your ideas. So you might as well get good at it!

Many aviation professionals, including pilots, mechanics, product designers, and engineers, find themselves in sales roles "accidentally." In order to acquire funding or meet company management goals, they need to make sales and they often find it more difficult than they had anticipated. The best way to sharpen your skills is by completing our comprehensive Aviation Sales Fundamentals On-Demand course.

AVIATION SALES FUNDAMENTALS ON-DEMAND COURSE provides many advantages:

- You can take the course from anywhere in the world and complete lessons from anywhere with an internet connection.
- Helps you develop confidence and fit in any sales setting (trade show, sales presentation, online, etc.)
- You will learn how to efficiently and effectively handle inbound sales calls.
- Learn how to create a strong first impression and quickly build rapport with a new prospect.
- Learn to use LinkedIn for prospecting and other social media platforms effectively as part of the sales process.
- Develop a Top Ten List of Most Wanted Prospects, with an approach plan for each.
- Learn how to calculate key sales numbers. (Cost per lead, cost per consultation or demo, cost per sale)
- Learn how to successfully make connections at trade shows