



Marketing

# How to turn Walk In's to Paying Customers

It's not about "Closing"

# How to Convert Walk Ins

What We Will Cover

What a “Qualified” lead is

# How to Convert Walk Ins

What We Will Cover

One and done?

# How to Convert Walk Ins

What We Will Cover

The 3 minute interview with the walkin

# How to Convert Walk Ins

What We Will Cover

Exactly what to do – Step by Step

## How to Convert Walk Ins

What We Will Cover

Why new websites don't work

# How to Convert Walk Ins

What We Will Cover

Lead collection strategies



# How to Convert Walk Ins

What We Will Cover

## Demo/Discovery Flights - Guidance

## How to Convert Walk Ins

Qualified leads?

Discovery/Demo flights – Who bought it?

## How to Convert Walk Ins

Qualified leads?

Is this a “Present?”

## How to Convert Walk Ins

Qualified leads?

Try to avoid the one and done

## How to Convert Walk Ins

The 3 minute interview with the walk in

Why are you doing a demo flight today?

- Motivation
- Is there a need or use for becoming a pilot?
- Anyone you know a pilot?

## How to Convert Walk Ins

The 3 minute interview with the walk in

Why are you doing a demo flight today?

- What do you know about learning to fly?
- Did you check around online about it?
- What do you do for work?

## How to Convert Walk Ins

The 3 minute interview with the walk in

The idea is: Is there a genuine need or want?

## How to Convert Walk Ins

Exactly what to do – Step-by-Step

Qualify the lead

Go to an airplane

Put the walkin on the pilot seat/radios on/control lock out

Give a lesson on what the controls to and have them do it



## How to Convert Walk Ins

Exactly what to do – Step-by-Step

Qualify the lead

Tell them how a lesson goes

Tell them they will be flying on the first lesson

## How to Convert Walk Ins

Exactly what to do – Step-by-Step

This is the “Test Drive” of aviation

- Get them emotionally invested in flying the plane

## How to Convert Walk Ins

Exactly what to do – Step-by-Step

One of the golden rules:

People buy on emotion and justify it with logic

## How to Convert Walk Ins

Exactly what to do – Step-by-Step

Take them inside and give them a tour

## How to Convert Walk Ins

Exactly what to do – Step-by-Step

Go to an area where getting started can be discussed

## How to Convert Walk Ins

Exactly what to do – Step-by-Step

Talk about the money last as long as you qualified the lead

## How to Convert Walk Ins

Why new websites don't work

Paying for keywords is expensive

## How to Convert Walk Ins

Why new websites don't work

You will likely pick the wrong keywords like “learn to fly”



## How to Convert Walk Ins

Why new websites don't work

Google won't index you highly because you are new

## How to Convert Walk Ins

Why new websites don't work

The older the website and the more content the better the index

## How to Convert Walk Ins

Why new websites don't work

A bio page and some videos will work best

## How to Convert Walk Ins

Lead collection strategies

Opt-in form with a single call to action

## How to Convert Walk Ins

Lead collection strategies

Create a compelling “lead magnet” to trade for an email

## How to Convert Walk Ins

Lead collection strategies

People don't make big purchases on a website

They typically are looking for information until –

They use a longtail keyword, or respond to your email

## How to Convert Walk Ins

Lead collection strategies

Work within the Wings program and collect leads yourself

Look for referrals within those meetings

New pilots know others that want to learn to fly

## How to Convert Walk Ins

Demo/Discovery flights - Guidance

Qualify the lead – Birthdays etc. usually won't convert

Asking if other can come along usually don't convert

½ price Groupon type offers typically don't convert well



## How to Convert Walk Ins

Demo/Discovery flights - Guidance

Selling a \$99 intro flight offer attracts the wrong buyers

Giving ½ off works if the offer is “expensive”

People who buy a ½ off 1200 offer do it because they are ready to learn to fly, upgrade to IFR etc.