

Selling to Airlines



If you are selling services, solutions or products to airlines, this is a course you cannot afford to miss.

Selling to Airlines

Selling to Airlines is a two day intensive, thoroughly enjoyable and motivational training course that delivers essential knowledge on how to be successful in selling to the airline industry.

We will teach you how to effectively negotiate with airline CxOs, directors and managers and sign new deals.

The airline industry is characterised by unrivaled business complexity and very tight margins. It is a unique industry in many respects. Sales professionals selling services and solutions to airlines need to fully comprehend the mechanisms of the decision process, and the business and operational challenges of airlines. The “Selling to Airlines” course will empower you with the necessary knowledge to comfortably meet your sales targets.

Target Audience

The course is ideal for all airline industry suppliers. If your company is selling to airlines, your commercial team from the junior sales executive to the Chief Commercial Officer will hugely benefit from this course. By attending the “Selling to Airlines” course, your sales force will be enabled with the right set of tools to dramatically increase corporate revenues.

Selling to Airlines is an essential course both for experienced commercial executives and newcomers.

Selling to Airlines will empower you with...

... the knowledge as to how:

- airlines function, the factors differentiating airlines from other industries and the drivers for airline executives to acquire solutions and professional services
- the airline decision process in purchasing solutions works
- consultative selling can help achieve the desired objectives delivering a win-win result
- you will create opportunities, fend off the competition and win new business
- you will close more business in a short period, repeat sales and pave the path to selling more solutions

Content

Introduction and Objectives

The instructor introduces the course, explains the administration and housekeeping, sets out the objectives, and details the areas to be covered. The participants introduce themselves and are encouraged to state their expectations from the course.

Business Characteristics of Airlines

We discuss the characteristics and particularities of airlines that set them apart from other industries. The aim of this section is to understand the aspirations of the airline executives

Economics of Air Transport

The cost structure of airlines and their approach in revenue and cost are essential knowledge to the sales professional when trying to promote services and solutions.

Airlines Decision Making

Depending on the solution different tactics and strategies need to be applied. The decision maker is not always the obvious one. There is not a single approach that fits all. We cover all possible scenarios that the seller might encounter.

Competition and objection management

We will discuss how we should handle arguments that endanger that our sale would go to the competition. Participants will learn how to turn objections into opportunities by uncovering value.

Solution Sales in Airlines

Having discussed how a sales professional will identify the decision maker(s), we will expand on the methods of promoting the solution, uncovering the needs, and closing the sale. The knowledge of the airline industry acquired in the previous sections is put into the test.

Account Management and Development

Having acquired the essential knowledge about the industry, decision making approach and uncovering needs, we will apply our knowledge and techniques in specific case studies the participants will propose. This approach will serve as a practical workshop to better comprehend what we learnt during the course and how this knowledge will increase our sales revenues.

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Summary and Action Plan

Together with the participants we summarise the course and set action plans for their accounts. The participants will receive a certificate of completion and a course manual that contains course notes as well as handouts to be used for ongoing account management purposes.

By attending the Selling to Airlines course you will gain valuable knowledge on how your clients business, the airline business is conducted and sell more!

Selling to Airlines is both effective and cost-effective. Call our training specialists on +44 1476 347070 to discuss your needs and receive a quote.

About Aircraft Requests Ltd

The company was formed in England on January 2009. Our main activities include airline and airport business consulting, aviation sales training, account development planning, aviation CxO mentoring and coaching, and interim manpower services to the aviation world. Our shareholders have been active in air transport consulting since 1992.

Marcos Caramalengos is the CEO of Aircraft Requests Ltd. and the senior trainer. He is an Aeronautical Engineer (BEng Hons) graduated from Kingston University, and an MSc holder in Air Transport Management from Cranfield University. He is a member of the Royal Aeronautical Society. Marcos is the brains behind the Selling to Airlines program. His expertise include airline commercial operations, airline business planning for start-ups and mature airlines, route and fleet planning. Marcos has worked for SITA in senior consulting and commercial roles. His knowledge of airline IT systems and their contribution to cost reduction and revenue maximization is substantial.

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