

Name: _____

Club: _____

AEF flights or passenger charter flights

Does your club

Offer gift vouchers **Yes No**

Offer split rates **Yes No** *Budget, standard, deluxe etc*

Keep stats on who flew **Yes No** *this may mean age, where from, when did they fly, gender, specific program to induct etc. If so please provide the last 5 years history*

Follow up the intro member **Yes No** *This means after the flight. Maybe within the next month. If so what questions are being asked and what results have been received?*

Try to up sell after the flight **Yes No** *this means maybe a 1 or 3 month membership*

What do you package for the flight

- ☐ Photo certificate
- ☐ Video DVD, or tape
- ☐ Details on your club
- ☐ Invitation to join
- ☐ Aerobatics on request
- ☐ Discounts for return flights

Other

If the AEF shows further interest after the flight what does your club give the intro member by way of a package of material on your club?

What do you do next?

We'd like to build up a profile of what is done, what we find, what work, what demographics, what preferences and what prices. Your feedback and statistics would be most valuable in this assessment. Please forward to your RDO.

Name: _____

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New potentials

When a new prospect contacts your club outside the AEF walkup, what system does your club have in place to handle them?

Do you have a dedicated and trained customer service person in the club?

Yes/no

Do they use the right language, follow up, always available, follow through, qualify the lead, arrange the next step **Yes/no**

Does the club have either a phone number, or email address, or web contact for lay people to use which gets promoted and responded to promptly? **Yes/no**

Does your customer service person keep a log of the call time, date and contact details. Contact type (Phone fax, email, web in person). **Yes/no**

Is there a log of the action taken and an allocation of what to do next, by when and by whom? **Yes/no**

Is there a plan to survey the results of past contacts whatever the source.

Yes/no

Record age, where from, what type of flight they took, or what step they did next. Record what conversion to short term or full membership from and if unsuccessful, why you think it was.

Suggestions

Analysis, systems and follow up will fairly quickly reveal what works, what doesn't and what you can and should do about it. It will also reveal the most fertile age group to target and what they want from the sport that maybe your club isn't currently offering. There are strong indications this group may well be over 40's and usually males.

A record of what the club has tried against the cost and effort to do so will also quickly identify those areas worth putting more effort into against results and outcomes.

Consistency and follow up and managing the interest you generate in a professional manner will result in more success than sheer numbers through the door.

Name: _____

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**What efforts does your club make to lift their profile,
reach others and make themselves contactable.**

Rate your club on the following. One point for each aspect. A score of 22+ is a good score. A score of 15 is adequate but room for improvement. A score of under 10 requires serious work.

- ☐ Does your club have a web site that is easily found?
- ☐ Does your web site carry easy to find location and contact detail?
- ☐ Is your club in the phone book?
- ☐ Is your club listed with the local tourism authority?
- ☐ Does your club put material in all the local libraries?
- ☐ Does your club have good signage?
- ☐ Have you made yourself easy to find?
- ☐ Does your club have portable signage for away camps?
- ☐ Does your club ensure a high profile with local council?
- ☐ Is your club regularly featured in the local paper?
- ☐ Does your club do annual or more regular local area promotions?
- ☐ Does your club hold open days?
- ☐ Has your club established a reciprocal cooperation with other town social or sporting clubs?
- ☐ Has your club connections with scouts, schools, air corps?
- ☐ Has your club struck a cooperation with other local air users?
- ☐ Does your club do AEF's
- ☐ Does your club have give away brochures or other material?
- ☐ Does your club put up banners for special events?
- ☐ Is your club a good community citizen?
- ☐ Does your club solicit actively outside its site for new members?
- ☐ Does your club advertise?
- ☐ Does your club package targeted introductions to gliding?
- ☐ Does your club cooperate with joint promotions by other town industries?
- ☐ Does your club support local charities?
- ☐ Has your club brochures in every local hotel/motel room?
- ☐ Does your club have a high local profile?
- ☐ Does your club take gliding to the people?

☐ Score