

Overcoming Aero Trader Objections

Doesn't fit my business...really for pre-owned buyers

It's possible we don't fit your business. Tell me more about your inventory/offering. We're primarily in the pre-owned aircraft and helicopter, all types of service provider (airframe, powerplant, and avionic) FBO, ancillary services, and real estate market. If that's not you, sorry I've wasted your time.

If your inventory is strictly new, you'd be able to virtually corner the magazine and be the only source of all-new inventory. Think what a competitive advantage that would be.

Turn-around time too long. It'll sell before the ad comes out

It's true that we're a monthly magazine offering nationwide coverage in print. That doesn't take into account our online offering which puts your aircraft online immediately. Were you aware that many of our subscribers take advantage of Aero Trader Online and that the full content of the book is available online two full weeks before the magazine is printed? These prospective buyers have a two week advantage over others and take full advantage of it to shop. You'll reach more active shoppers faster and put your aircraft in front of active buyers faster by listing in our online offering which beats the magazine by two full weeks.

Planes not selling now due to the economy

It's true that sales have slowed and the prospect pool is smaller but wouldn't you agree the market hasn't stopped altogether. What are you doing to reach that admittedly smaller pool of prospects? Ask questions about the implications of doing nothing while others continue to promote. Use your testimonial sheet detailing those currently advertising and selling within 90 days. You'll reach more serious buyers who know what they want and are actively looking now.

Can't find the magazine for sale

Plug the online version. Download the distribution geographical map. Use the following numbers: 75,000 monthly circulation, 18,500 FBO distribution, 272,470 weekly page views, 21,000 monthly subscriptions, 23,500 weekly internet visits (Downloadable in PDF).

Too specialized

Compared to what? Can you tell me more about what you offer? Refer to listings in first paragraph above.

Doing only direct marketing

I'm not here to denigrate anyone's promotional efforts although it is possible that there are likely prospects for your business who don't happen to receive your mailing? Can you tell me about your strategy for reaching them? What would it mean to your business if you were able to reach out to entirely different prospect pool not currently exposed to your offering?

Also, the latest figures I've seen show a cost per effective lead in direct marketing of over \$9.00. Especially in this market, how important would it be to reach interested prospects at less than ? that cost per lead? (Also ensure the conversation turns to the importance of trackability which we offer complimentary through eStara and one of the selling points for direct marketing).

Only Navy & Air Force

Stop wasting your time

No organic presence

Not sure what to make of this as in four tries we came up fifth or sixth in all except FBO and no one else came up here either.

Can't search by type

Actually it's easy to search by type. Under Find my Aircraft, simply select a manufacturer, then click on the scroll down menu for specific models. Look under Mooney for example, the menu displays 16 specific models available to search. Narrow your search further by entering keywords and a distance from your zip code from your local area to worldwide. Take your specific model search a step further using our advanced search function which permits you to select specific aircraft types.

I like Controller

I'm not here to denigrate anyone's promotional efforts although it is possible that there are likely prospects for your business who don't happen to see that source? Can you tell me about your strategy for reaching them? What would it mean to your business if you were able to reach out to entirely different prospect pool not currently exposed to your offering?

Use the comparison sheet Controller versus AeroTrader in the media kit

Overcoming Aero Trader Objections Continued

No budget

As a successful business manager, you no doubt know of the classic research done by McGraw Hill the large publishing conglomerate in the economic downturn of the early 1980's. It's been mirrored by other research which all reaches the same conclusion: In poor markets, the strong who continue to promote always steal market share from the weak and those who sit on the sidelines. It's simply inescapable that those who don't promote in bad times WILL lose market share which is always very expensive and frequently impossible to regain. (Discuss implications for their business similar to other suggested questions on higher margin business, staff morale, personal affect, etc).

Didn't work

Ask for as many specific details as possible. Stress you were not the rep at that time and that previous experience may have been the result of a poor recommendation. Take responsibility and apologize. Then distance yourself and talk only recent changes, enhancements. Discuss online offering and ability to view magazine contents two weeks prior to published magazine.

Not ready

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No inventory

Time waster

Happy with your competition

Not here to denigrate a competitor. What would it mean if you were able to move inventory faster? How would it affect other areas of your business?

Are there implications if you're not able to do that? Would you tell me more about that? (Focus on higher profit margin areas of their business, employee morale, and the affect upon them personally).

Decision maker not around until warmer weather

Use whomever you're talking to as a "coach." Treat them as the decision maker and explain using referrals how you could make a dramatic difference to the business bottom line, then ask for their help in reaching the decision-maker. You may have to reach them through voice- or email.

Limited inventory

Is it fair to assume that even with limited inventory, you still have product for sale? Can you tell me more about how you plan to move that limited inventory out? What would it mean if you were able to move even your limited inventory faster? How would it affect other areas of your business? Are there implications if you're not able to do that? Would you tell me more about that? (Focus on higher profit margin areas of their business, employee morale, and the affect upon them personally).

Everybody knows me. I don't need to advertise

Can you tell more about what percentage of your business is repeat/referral? Even the most successful business people will tell you that perhaps 40-50% of their customer base is repeat/referral. Would you say that's true for you? If that's the case, what are you doing to reach others? I also have to ask about those people who may know you but move away from your area or lose interest in aviation. Can you tell me about your strategy for replacing those lost customers? The Postal Service reports that up to 30% of Americans move in a 12 month period. What's your strategy for reaching those people new to your area who don't know about you?