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**FLIGHT SCHEDULE PRO**

**INDUSTRY-LEADING FLIGHT SCHOOL MANAGEMENT SYSTEM**



## Case Study

Company: Flight Schedule Pro, A SaaS Software Company

Industry: Aviation, Flight School

Lesson Learned: Using a customer-centric storytelling narrative can increase the success of your message by 400%

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## FLIGHT SCHEDULE PRO- A CASE STUDY

# EXECUTIVE SUMMARY

### Objective

Flight Schedule Pro was launching new SaaS software. They wanted a 90 minute sales webinar to sell their new software product to their existing customers, while also attracting new clients.

### Goals

CEO Jason Barnes wanted 75-100 people to attend a live sales webinar that would promote the software.

### Challenges

People are busy, so getting them to attend a 90-minute sales webinar would be difficult. How might we create a customer-centric approach that would make people WANT to attend the webinar? In other words, what was in it for them?

### The Approach

One of the features of this new software is a new easy-to-use app that allows students, instructors, and flight schools to coordinate lesson times, locations, and types of aircraft in one convenient place. Another feature informs the instructors where the students are in their flight training and what needs to be taught in the next lesson.

After reviewing the features of the new software, my research turned to the benefits of these features. I scraped the internet for information about the aviation industry and completed a competitive analysis. From these findings, I was able to identify compelling evidence about how this software addresses serious frustrations in the industry. I aggregated several research projects and news stories about the challenges facing the industry, extracted why these things were happening, and then linked it all back to how the app solves these problems.

I reimagined the webinar and positioned it as a presentation with important research findings. I made it clear that we found solutions to these universal problems and the customers could make these changes on their own, or they could use this software to do it for them. I communicated to prospects that they were not required to pay any money or buy the software to join the webinar, so the results and findings would be absolutely free.

This approach struck a chord within the aviation industry. The outcome surpassed the CEO's goals by 400%, with 500 people attending the webinar.

Jason's comments summed it all up:

*"Gene is a storytelling mastermind. My sales video came out 10x more effective with his help. I look forward to working with him on future projects."*

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## **Flight Schedule Pro**

### **Webinar email blast**

Is your flight school on the list of the worst schools?

Do you want to know why the dropout rate is as high as 80% at most flight schools?

This dramatic dropout rate is significantly affecting our industry!

According to Boeing, there is a serious pilot shortage. Over the past few months, Horizon Air/Alaska Airlines had to cancel more than 700 flights, because it didn't have enough pilots.

Republic Airways filed for Chapter 11 Bankruptcy protection in 2016 in part because it was "grounding aircraft due to a lack of pilots."

That is unbelievable.

Why is there such a shortage of pilots?

Could it have something to do with the alarming problems in flight schools?

Hi, I'm Jasen Barnes, the co-founder of Flight Schedule Pro. With Boeing, the AOPA, and others predicting the current pilot shortage getting worse, this could be a great time to be in the flight school business. Our research shows that with a few changes and some simple tools, the sky is the limit on your earnings potential.

For the past three years, we've spent over a million dollars in research and development to improve the future of our business.

Over 1,000 flight school students were interviewed to find out why they are dropping out of flight school. We are excited to share the results of that fantastic research project, and introduce you to an amazing new piece of software we think will change the flight school business forever.

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The webinar is free, and we will share the secrets to retaining students and building your business whether you buy the software or not.

You'll learn why students are dropping out of flight school, and how to make sure your flight school is not on the list of the worst schools.

We'll introduce you to some simple solutions to improve student retention and improve your bottom line.

During this webinar, we will offer you amazing savings on this revolutionary new software. These exclusive savings will only be available during this webinar, so you don't want to miss it.

Join me, and some of the brightest minds in the business as we share with you this vital information.

Don't get left behind, join us

DATE:

TIME:

for this fascinating webinar.

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