



## CFA Telephone Script

### Professional introduction:

- Hello, my name is \_\_\_\_\_. How are you today?
- I am an agent for California Flight Academy has chosen us to assist with the information that you requested today.

### Confirm the program of interest and initiate a dialogue:

- If you don't could I confirm that you are the person who requested the information?
- Thank you. I'm just curious to know, why did you reach out for the information today?
- Would you mind tell me what is your interest in being a commercial pilot?

### State the purpose of the call:

- Thank you for giving me that information. So that I can better understand if you are a candidate for the commercial pilot program, and to help you get on the pathway to becoming a commercial pilot, I would like to ask a few more questions. Is that okay?

### Could you tell me a little about your background? (*Conversational tone, not demanding*)

- Just so you know, I assume you are, but you have to be over 18 years of age?
- Are you aware of the great demand for commercial pilots?
- Has anyone talked to you about the value of an Federal Aviation Agency (FAA) commercial pilot's license?
- Were you aware that the training to be a commercial pilot is only one year?
- Do you have a High School diploma or equivalent (GED)?
- How comfortable are you in speaking fluent English?
- I'm curious to know, in making a decision to become a commercial pilot, who are the most important people that you can confide in? Are they supportive of your decision to be a commercial pilot?
- What is your sense when you would like to become a pilot?
- What have you been doing this last year? What is your current occupation?

### Transition to Next Step with Interview Slides

Thank you for sharing this information with me because it gives me better insight into your current situation and personal goals. Based on what you have shared, I am very confident that we can help you get on the pathway to become a commercial pilot.

If you are close to a computer with internet right now, I would like to share with you a presentation that will help you understand more about how California Flight Academy can help you get on this pathway.

### **Setting an Appointment to Share the Presentation Later Today or Tomorrow**

Ok, I understand that now is not a good time for you. So let's see what time works best for both of us. Would later this afternoon at 3:30 p.m. work for you? If yes, then schedule a time to meet later the same day or the next day.

If they say no again....I know that you have many things demanding your time and attention and we receive many inquiries daily, so we want to make sure you don't miss out on this opportunity to get the information you need. Is there anything that would create a schedule conflict that would prevent you from keeping this appointment?

### **Continue the Progress You're Making with the Student**

If they can continue.... Great! I'll now review with you some slides that will help you see the pathway to being a commercial pilot with California Flight Academy.

**Important:** These slides are essential for you to share with the student. They should be shown in a conversational tone, asking questions, listening carefully with the intention to understand and to show the student a pathway towards being a commercial pilot.