

How good a Marketing Manager are you?

In his latest rant, Tim highlighted the importance of welcoming visitors and marketing the club. Here's an informal questionnaire to see how good you are at marketing the club.

- 1. You see somebody walking up to the bus holding what appears to be a trial flight voucher. Do you**
 - a) walk rapidly in the opposite direction to avoid any hassle
 - b) tell him he needs to go into the bus and sign the temporary membership form.
 - c) take him to the bus, help him fill in a form, tell him about the club and the advantages of membership then introduce him to the Duty Instructor

- 2. You're in the club house having tea when someone wanders in and says he is interested in learning to glide. Do you**
 - a) tell him to phone Pat on Monday
 - b) give him some pamphlets and send him on his way
 - c) tell him a bit about the club and the different types of membership, give him some pamphlets, offer to show him around the hangar and take him over to the launch point to watch a couple of launches.

- 3. You see an attractive woman* at the launch who is clearly watching her boyfriend take-off for a flight that she has paid for. Do you**
 - a) ignore her
 - b) chat her up and tell her some of your gliding exploits
 - c) congratulate her on buying her boyfriend such an imaginative present and explain to her the advantages are being in the club in the hope that both she and her boyfriend will come again

(* I tried to make this gender neutral, but it got too complicated. Please substitute man/his/girlfriend/he/him as the fancy takes you!)

4. You see someone who has just had a trial lesson hanging around in front of the bus to watching the gliders launch. Do you:

- a) tell him brusquely that if he is going to hang around, then he mustn't walk in front of the gliders
- b) ask him how he enjoyed his flight
- c) ask him if he enjoyed his flight and whether anyone has told him he has three month's membership and is entitled to further flights at club rates.

5. A light aircraft lands on the runway mistaking us for Kemble. Do you:

- a) give the pilot a loud b**ll**king in front of the launch point crew
- b) point him in the direction of Kemble after extracting a landing fee
- c) invite him to come for a cup of tea in the club house and when you are out of earshot of other pilots talk through the risks of overflying AD.

6. You drive into the airfield and reach the T-junction with the runway ahead of you. There is a car parked with two people watching the flying. Do you:

- a) tell them to go way since their on private property.
- b) assume they're plane spotters and ignore them.
- c) stop and have a chat and invite them to come over to the launch point and watch the gliders from there and learn a bit the club membership.

7. You are in a pub and you hear somebody talking about seeing a glider in the air and how he fancies learning to fly. Do you:

- a) ignore him
- b) introduce yourself and tell him that you're a glider pilot and let him know some of the more exciting flights that you have undertaken

- c) introduce yourself and talk through the options the club offers for him to give it a go, e.g. trial lesson, one-day course, holiday courses

8. You've just seen to two members who should know better tow a K8 across the cables. Do you:

- a) shout loudly "Don't tow gliders across the cables you numbskulls!"
- b) ignore them – it's just one of those things
- c) when they have parked the glider, ask to have a quick word and tell them quietly there is a club rule that says no aircraft to be towed across cables.

9. It is a Tuesday evening and you are helping to give trial lessons to some 17 year-old schoolchildren. Do you:

- a) ignore them since you're too busy arranging the launches
- b) make sure that they are kept right out of the way so as not compromise safety
- c) talk to them and explain as much as possible about the club and gliding in general and stress that it is possible to go solo at 16 so that they would have every opportunity of becoming solo pilots.

RESULTS

- Mostly "a" You are doing more harm than good. The people you ignore or upset will probably tell about 10 of their friends what an unfriendly place AD is.
- Mostly "b" You are not doing too much harm, but neither are you contributing to the friendly, proactive approach we need to attract new members.
- Mostly "c" – Congratulations, you are helping build our reputation as a friendly club people will want to join and stay part of.