

Seabee *Bulletin*

FROM PERSONAL PLANE DIVISION OF REPUBLIC AVIATION CORPORATION

DEALER BULLETIN 21

June 4, 1947

HOW ABOUT IT?

In these dealer bulletins that I write you from time to time, do you want pretty words and nice pats on the back or do you want me to give you the real McCoy on how this selling of airplanes looks to me?

I have a pretty good picture of most of you who sell airplanes. Right now many of you are pretty much upset. Your sales aren't going too well. You have deposits on some airplanes but you can't seem to deliver them. You have prospects but you can't close them. You've had lots of bad weather - your G.I. school has you a little worried - your profits from it aren't what you expected - you had a lot of accidents this spring. Your insurance company is not as friendly as it was last year - your finance company or your bank is getting very fussy. In short, you have as many problems as a dog has fleas.

So has every other business man. Your father had just as many in his day. So did his father. So let's not waste time being sorry for ourselves but let's see what we can do about it.

I have a number of suggestions - not new but as good as money in the bank if you follow them. They may jolt you a bit and if you are making lots of money and everything is jake with you, pay no attention to this bulletin. If you are in trouble, read every word to see if you can use these suggestions to your advantage.

SUGGESTION ONE

Call a meeting today of everyone in your employ. Ask their help in doubling the business of your company. Tell them more business means better and more secure jobs for all; more opportunity for advancement and better pay. Make everyone feel the importance of the job he or she is doing.

By illustration, say that the life of a pilot may depend on whether or not the man on the gas truck safeties the oil filler cap; that the reputation of the entire company depends on the care and conscience of every mechanic; that a thoughtless criticism of something you sell may frighten a prospect away; that a telephone forgotten may lose an important charter trip. Show how completely dependent you all are on each other.

Admit frankly that you cannot win the battle for success alone. Ask for their ideas on how to do more business. Encourage suggestions and make public acknowledgement of each one that has merit. Reward initiative with a day off from work or some more tangible reward in cash.

Go over with all your group the outstanding features of your principal products or activities. Tell them the importance of loyalty to the products you sell and discuss the harm that loose talk or criticism does in undermining customer confidence.

Regardless of his or her job, offer a cash bonus for every prospect for a Seabee turned in that results in a sale within thirty days. Make simple generous rules - have a card filled out and dated - extend the time if circumstances warrant - discuss each name with the one who offers it to better train your people to become sales minded.

Post monthly the names of any who win cash rewards. Give your demonstration pilots a cut on every sale they help close regardless of whose prospect it is.

SUGGESTION TWO

Take a fresh look at your business. Walk around with some trusted friend familiar with other lines of retail selling who can help you see your establishment in a new light. Is your place clean and attractive? Do you have a definite routine for making visitors welcome? Are all your people trained to give strangers prompt and friendly attention or do they ignore them? Can your personnel be easily identified or must a stranger try to guess who to go to for information or service. Train all your people to smile and keep the way to your own desk clear and easy to find.

SUGGESTION THREE

One Seabee sale means \$750 profit or as much as most school operators make on 750 hours of time in the air. Realize then the value of a real prospect and give him your complete personal attention. A year ago you had lots of Seabee prospects but most of them never got a demonstration because you had no Seabee. Go to your files - try to find or remember the name of every person who ever asked about the Seabee.

Review each case carefully - some may have given you an order at the old price and later cancelled. Some may have wanted a demonstration they never got. Some may have had a very bad demonstration or may have heard from competition that the Seabee would never be produced, etc., etc.

Patiently and systematically go back over each name - pick the best and plan your sales campaign to sell them today's Seabee on the finest demonstration and best showmanship you can offer.

SUGGESTION FOUR

Have you old orders on your books but can't deliver, deposits but no takers? Be smart - don't after months of silence and neglect suddenly phone someone, "Come and get your Seabee and bring your check book". Remember he gave you that order months ago. He was all hot for flying then - he had great plans and real enthusiasm. Now he is cold - he has other interests, other plans. Revive his interest - arouse the old desires - don't press for actual delivery until you have recreated the feelings that moved him in the first place. Plan the finest demonstration you've ever given anyone. Invite his wife and children on some interesting trip. Seven hundred and fifty dollars are at stake - be a master salesman - make him glad he waited but eager to own his Seabee now. Point out all the new features, the comfort, the sturdy

construction, the fun of flying - the thrill of water operation. Make it easy and attractive - offer him special instruction free - offer to help him arrange financing - even though you have his order and his money, sell him as you've never sold anyone before.

SUGGESTION FIVE

Have you made some Seabee deliveries already? How long since you have talked with these owners? Do they need more instruction? Does their prop need adjusting? Do they know about draining their hull after heavy rains? Have they neglected maintenance until they complain of poor performance? Go to each owner personally. Invite him to tell you all his troubles, then satisfy him regardless of how much time and money it takes. Get help from your distributor or the factory if you need it but stop at nothing until that man is your best friend - then see what he will do for you. A satisfied customer is your greatest salesman and you pay him no commission but if he is not for you, he is working night and day against you.

SUGGESTION SIX

Every week more and more Seabees are going to work in G.I. schools earning \$17 and \$18 an hour. Dartmouth Airways, Inc. of Lebanon, N.H., took in \$3,000 in eight weeks with their Seabee. Many schools are averaging five to six hours a day of flight time. The Seabee brings many new students not interested in light plane flying. Many commercial pilots want the Seabee to get their water ratings.

Write William R. (Bill) Perry, Seabee Sales Division at Republic for full instructions on how to apply for approval of a Seabee Water Rating Course. He will also supply you with a complete course curriculum for use in your school. Use the Seabee in your own G.I. school and sell it to other operators in your sales area.

SUGGESTION SEVEN

Bob Scheirer, our Sales Promotion Manager, sent you some two weeks ago a remarkable broadside listing all the advertising mats and special cuts available free for use in advertising not only Seabee sales but other activities that are part of your business - charter, school and service facilities. Ask Bob to send you some of these and make yourself known in your community by advertising.

Look at the letter enclosed with this Bulletin that Wiggins Airways of Norwood, Mass., are using to reach all licensed pilots in their sales area. I have their permission to pass it on to you. Get out a similar letter on your letterhead, better still, on a brand new Seabee letterhead and send out some 50 or more each week to a selected list. The response will determine how many to send, but plan in advance every step you will follow when you do get an answer. Keep every appointment you make - inform every person in your organization of your plans - keep records of every demonstration. Don't expect spot sales but build up a real prospect list from which you can count on sales for months to come, assuming careful and regular follow up.

SUGGESTION EIGHT

Go to your local banker. Tell him all you have done and all you plan to do. Ask his advice and guidance. Invite him to inspect your facilities. Arrange to give him an interesting, safe and sane demonstration of the Seabee. Tell him that you

believe that the real money in operating on an airport is in sales. Ask him to help you in your financing of your own demonstrator and of your customers' time payments. Make your banker your friend. Deserve and keep his confidence. He can double your business.

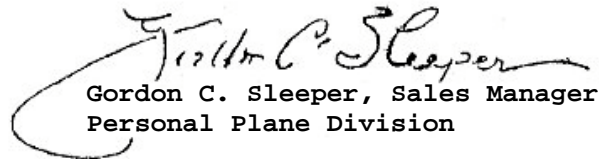
SUGGESTION NINE

Finally go to your local newspaper office. Introduce yourself, if necessary, to the editor. Tell him who you are, what you are trying to accomplish for the community. Ask his advice. Invite him to visit and to fly with you. Make a definite engagement and keep it. Offer to help him in any emergency by flying his reporters or photographers to the scene of any special story. Offer to supply him with airport news of local people and their aviation activities or of unusual visitors who may come in from the outside. Get the habit of dropping into the newspaper office until you are well known to all the staff.

CONCLUSION

I said in the beginning that none of these ideas are new but they are fundamentals of salesmanship. They do pay off. They will increase your business. They are offered as one salesman to another. I hope you will use them to sell more Seabees, for it means nothing for us to make the best airplane ever offered the private flier if you do not sell it - today, tomorrow and every day that the wheels or presses of production turn here at Republic.

Sincerely yours,



Gordon C. Sleeper, Sales Manager
Personal Plane Division

Wiggins Airways

METROPOLITAN AIRPORT
Norwood, Mass. Phone: Canton 1060

LOGAN INTERNATIONAL AIRPORT
Boston, Phone: East Boston 4430

BARNES AIRPORT
Westfield, Mass. Phone: Westfield 667

R. I. STATE AIRPORT
Hillsgrove, R.I. Phone: Greenwood 2060

Norwood, Mass.

Dear Pilot:

Have you had a demonstration flight in the Republic Seabee? This is your invitation.

For many months everyone -including ourselves- waited to see how this much talked-about amphibian would perform when it finally was produced in quantity. Now, based on more than 400 hours of flying in our own Seabees and the experience of nearly thirty private owners and airport operators to whom we have delivered Seabees, we can say with confidence--and can prove it--that the Seabee is far ahead of all other four-place metal airplanes thus far produced.

The Seabee is roomier and more comfortable than any other four-place ship. Four people can sprawl about in it so comfortably that long non-stop flights are a continuous pleasure.

The Seabee is faster because it takes you right to your destination. If you can't find an airport, you can always find a pond, a cove or a river to land on. Travelling well over 100 miles per hour, the Seabee actually exceeds the point-to-point speed of most "high speed" airplanes, because in many cases, it lands you 10 to 20 miles closer to your actual goal.

The Seabee is exceptionally safe because its amphibious nature multiplies your possible landing places many times. Its strong keel and hull can bring airplane and occupants to a safe, quick stop not only on water, but also in marshland, on sand, on rough ground and across ditches.

The Seabee is more fun, because there is no flying quite so much fun as flying on water. Those who have never experienced the pleasure of landings and takeoffs on water have missed a great deal of the satisfaction of flying an airplane.

The Seabee is less expensive, because no manufacturer has ever before produced an all-metal amphibian, or any all-metal airplane offering as much as the Seabee, for anywhere near the \$6,000 price of the Seabee. Moreover, the Seabee comes fully equipped with controllable and reversible propeller, and cross-country instrument panel.

But why read about it when you can fly it and see for yourself? If you are not conveniently near a Wiggins base, drop us a line and we will give you the name of the Republic Seabee dealer nearest you.

Cordially,

WIGGINS AIRWAYS

Frederic S. Tobey
Sales Manager

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