

Wednesday 06 May 2020

Weekly bulletin for Customers, Staff and Stakeholders

- Proven in practice to be the most successful B2B sales technique is...?

Email blasts?

Social media?

Cold calls?

Direct mail?

Which do you think? Or none of these?

Actually It's personal referrals. Your network of happy customers, sharing their satisfaction about your work and service as they meet and mingle at conferences, exhibitions, industry socials... so what do we do now most of us are under house-arrest? The answer is simple: invest a few minutes and help promote your suppliers' services to others when you're on a conf or tele call. And if you're as good as you believe you are, guess what? They will do the same for you. At all levels, we really are all in this together.

- Business is tight, is it not? Margins being squeezed and activity in many markets (for example the automotive and travel sectors) is flatter week by week. What has not reduced, even slightly though, is the professional focus on aviation safety that we must all maintain. Professional means, after all, one consistent standard. And with it, on the maintenance front, is the attendant record-keeping and admin. It's relentless and a critical aspect of what we do. Everything we do is safety critical.
- Last week we wrote that RVL is looking for a Business Development Manager. Delighted to report that we have had several responses. We shall contact the individuals concerned shortly. Business Development is one of those phrases that people use without really focussing on what it means. Successful Business Development is the ability to connect positively, person to person, with customers and prospects. Second, it demands the integrity, confidence and ability to close a deal that is good for the customers and for the supplier. There can be no losers in a good contract. RVL is always keen to hear from anyone who is interested to work in our sector because we know that when this period of stress ends, we shall need good people at all levels.
- Our survey work, air cargo and charters capabilities are well known. What is not so well understood is our busy aircraft maintenance and management service functionality. Please call if we can help you in either of these specialist areas.