

DESERTJET

FALL 2017

OASIS

Desert Jet
Our Story:
Celebrating Ten Years

INTRODUCING

DESERT JET CENTER



DESERTJET.COM

We look forward to welcoming you back home to the desert and providing you with the “WOW” experience.

WELCOME to Desert Jet Center, the newest FBO in the Coachella Valley. Founded by professional pilots that have flown to hundreds of FBOs around the world, we took note of the good and the bad experiences as we traveled. Those experiences helped to set the foundation of what we are today, as well as what we strive to improve upon tomorrow. From directing your car on the airport so you're merely steps away from the aircraft as you arrive, to meeting you planeside as you step off your jet with cold water and a smile, we ensure your experience is seamless and pleasant.

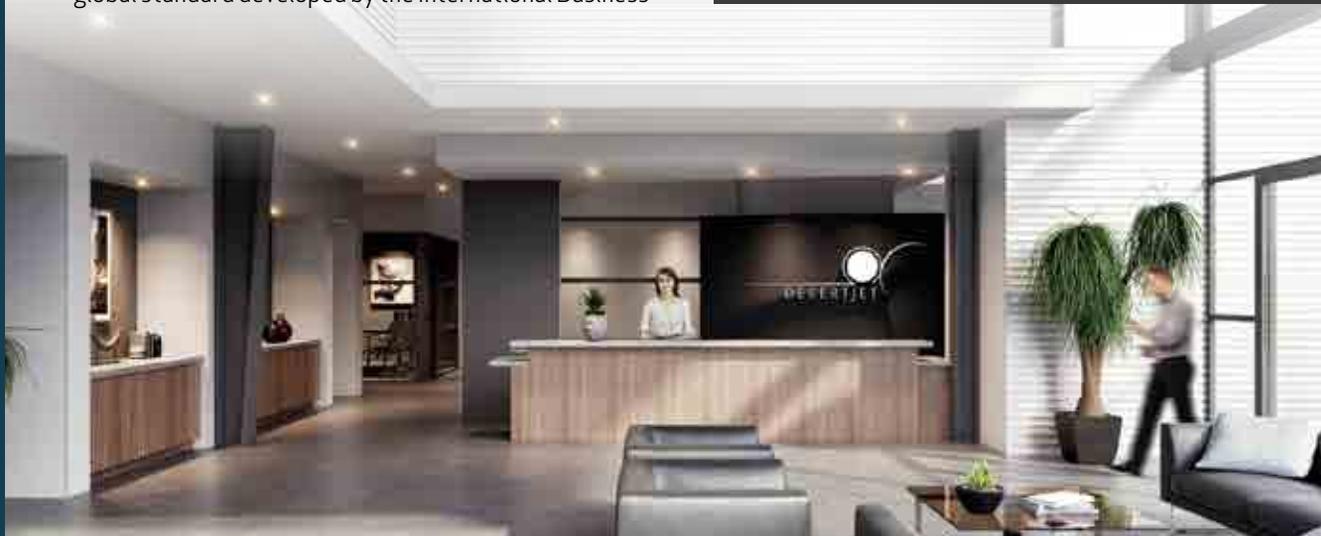
Part of that experience is making sure there we eliminate as many risks as possible from our operation and operate within the highest safety standards. In fact, one of our core values is “Safety is Paramount”. We are one of only 40 FBOs in the world, and the only FBO in the Coachella Valley, that meets the highest safety standard in the FBO world – the International Standard for Business Aircraft Handling (IS-BAH), a global standard developed by the International Business

Aviation Council. We hire the best and give them an environment where they can thrive. When mistakes are made and shared, they are viewed as opportunities to make improvements to our processes and ensure we are even safer tomorrow.

While Desert Jet Center is currently operating out of its temporary facility, we are in the process of constructing our brand new 32,200 square foot facility which consists of ample lobby, office and hangar space. Making as minimal impact on the environment as possible is important to us, so the building will be LEED certified and powered by solar.

Above all, our people are what has made Desert Jet Center the highest-rated FBO in the desert. We are proud to be a new independent FBO in a world of impersonal conglomerate FBOs. We look forward to welcoming you back home to the desert and providing you with the “WOW” experience.

Welcome to Desert Jet Center. 



CLIENT REVIEWS

From Toby Kamark

★★★★★ The people at Desert Jet make a Great FBO, amazing staff and service, great attention to detail and very personable. Thank you Desert Jet. See you again soon.

From Sriram Narayan

★★★★★ Treated like royalty when we arrived in a Mooney. Great attention to detail, the staff was helpful in every way. The rental car was ready and waiting. Wonderful experience. Thank you.

From John Harrison

★★★★★ It's not that often I leave comments but when I do it is because I am WOWed. The staff at Desert Jet Center blew me away with their customer service. I wish every business would demonstrate the kind of customer service we received at Desert Jet Center. Thank you all who made me look good to my employer and passengers. You have won my loyalty!

From an Indian Well Resident

★★★★★ We had a great trip and hope to be able to do it again. Love the pilots!

From a La Quinta Resident

★★★★★ Thank you all so much for a fabulous flight! What a first class operation! Archie panted the whole way but T-bone acted as though this was "normal" for him! We loved the two pilots....what great guys! I look forward to a long relationship! Thank you again for everything....especially the Bones and Scones cookies.

From a Palm Springs Resident

★★★★★ I just wanted to send an email about our wonderful flying experience with the company. We booked a flight for four to San Francisco for April 15 - 18... What an absolutely great holiday getaway. Your staff are so wonderful, the pilot was great and the overall experience was above expectations. We are hoping to go again this fall and sure hope we can make our dates work to fly with you. Thanks for making our weekend such a memorable holiday for all us.

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WELCOME TO DESERT JET “OASIS” MAGAZINE!

Welcome to Desert Jet’s inaugural issue of OASIS! Whether you are flying with us, reading this in our new FBO Desert Jet Center, or received this in the mail, we hope you enjoy Desert Jet OASIS.

We published this magazine because we know there are many private flyers in the desert who would like to learn more about chartering a jet or purchasing an aircraft, or just want to know what’s going on at our local airports. We’ve added content from contributors who are renowned business leaders that partner with Desert Jet in various ways.

If we can be of assistance in your private travel needs at any time, please don’t hesitate to reach out to us.

Exceptional travels,

Denise Wilson
President and CEO

DESERT JET

Denise Wilson

Denise Wilson is the founder, President and CEO of Desert Jet. Denise was a professional oboist-turned-commercial pilot who founded Desert Jet with no investors or start-up capital and led the company to rank on the Inc. 500|5000 list of the nation's fastest growing, privately-owned companies five consecutive years and rank one of the "50 Fastest Growing" women-owned/led companies worldwide.

She is a pilot with over 9000 hours of flight experience, in aircraft as diverse as the Cirrus SR22 and the Boeing 737, with type ratings in eight different aircraft. She has flown for several airlines including Aloha Airlines, and is a former airline captain.



OUR STORY: CELEBRATING TEN YEARS

AN INTERVIEW WITH DESERT JET'S FOUNDER

THE year 2017 marks a momentous year for Desert Jet as we are celebrating our tenth year of being in business! As we commemorate this milestone, we have done a lot of reflection on where we came from, what we've accomplished, and where we are going next. Our founder and CEO Denise Wilson shares the story of Desert Jet's humble beginnings and why she started the company.

Denise, How Did You Come To Start Desert Jet?

In 2006, I moved to the desert to take a position as a pilot for a private company. As I was introduced to various people who used private aviation, I was asked if I could assist with buying and selling aircraft on their behalf. There are many traps for the uninitiated in buying an aircraft, and I helped several [people] make the right decisions and avoid some major issues.

As I helped deliver these new aircraft, the buyers needed support with the ongoing management of their aircraft. I helped them hire the right pilots, ensured the pilots were trained to the highest standards, and directed their aircraft's maintenance events. I was able to save hundreds of thousands of dollars for these clients. From these experiences, I realized I could bring much more value to people than just flying their aircraft for them. As these aircraft owners started feeling the pinch of the recession, I helped their aircraft ownership continue to make sense for them by chartering their aircraft, which earned them revenue that offset almost all of their ownership costs.

How Did You Get The Funding To Start Desert Jet?

Well actually, I started very organically. We were a bootstrapped company from the very beginning, with no investors or bank debt of any kind. People always ask me how I did it. I would sell a charter, and then I would personally go fly it in our one jet. In the evenings, I would do the accounting and the marketing. I did this every day until we finally hired our first employee. Today, we have over fifty employees and have three businesses: the charter company; the maintenance company, Desert Jet Maintenance; and now the FBO, Desert Jet Center.

What Are Some Of The Company's Accomplishments Made Over The Last Ten Years That You Are Most Proud Of?

I am probably the most proud of the team I have put together. I have recruited team members from all across the United States to join us here in the desert to grow Desert Jet into a company we are all very proud to be a part of.

Some of our accomplishments include our safety standards. Very early on, we achieved some important safety certifications that most operators just can't meet. We were also on the *Inc. 500* list of the nation's fastest

growing, privately owned companies for five years in a row. That was really a big deal and a great validation that our business model was working for our clients.

We were on the 2015 list of the 50 fastest-growing women-owned companies worldwide, a list sponsored by American Express. This one was personally important to me as there are very few women in our industry. Only six percent of all pilots are women, and even fewer (if any) have founded their own business in aviation in areas such as maintenance, FBO operations, and charter management.

How Has Desert Jet Made An Impact In The Community?

We've always been committed to giving back to the community. We are a big supporter of Angel Flight West, an organization that provides free flights for children and adults with serious health issues. And we do pet rescues each year as well. We donate flights on our jets to various organizations that then offer the flight as a fundraising item.

We offer the highest paying jobs in the east end of the valley and offer career paths where a person can join our company with absolutely no aviation experience and participate in an apprenticeship that can lead to a position paying six figures.

We host several college students each summer in paid internships to help them experience the business side of aviation. And we offer several scholarships each year. This year we are offering the John J. Benoit Memorial scholarship to local high school students in our county to honor the recently deceased county supervisor who was so supportive of the development of Desert Jet Center.

Do You Still Fly Airplanes?

I do! Although, not as much as I used to. I am a Captain on the Challenger 300 and fly it occasionally, primarily for the owners of the aircraft who I enjoy flying for immensely. I do more flying recreationally these days (in our Cirrus) than I do for the company.

What's Next For Desert Jet?

Our biggest goal right now is to finish the construction of our new facility. We have been working on this plan for many years, and it will just feel good to have this accomplished. We are also working to expand our jet maintenance and aircraft detailing businesses this year. Lastly, I am looking forward to continuing to add people to our team that live our values and create a "WOW" experience for all of our customers. With the right team in place, I see a bright future of possibilities ahead for Desert Jet. 🚀

Visit Us At WWW.DESERTJET.COM



WHAT GOES INTO GETTING YOU THERE?

HAVE you ever wondered what goes on behind the scenes in preparing for your flight? Many departments at Desert Jet collaborate to ensure you have a well-planned flight experience.

When a request for a flight is received, our charter dispatchers complete a safety checklist covering items such as runway length, airport capabilities, and passenger requirements that may affect the aircraft's performance capabilities. Prior to dispatch, our Director of Operations verifies that the weather is acceptable, the aircraft is airworthy, and the pilots are fit for assignment. The Captain makes the determination of suitability of the flight, taking all current and anticipated conditions under consideration. This is a continuous process, beginning once the flight is scheduled and continues up until departure.

The Captain uses Desert Jet's *Flight Risk Assessment Tool* to determine the actual risks present in the operating environment at the time of departure and scheduled arrival.

The *Flight Risk Assessment Tool* was developed exclusively by all members of the company's Safety Committee. It is accessed via the company aircraft's iPads and allows for immediate electronic submission for real-time collaboration of all departments.

The *Destination Airport Analysis Checklist* is used in conjunction with this assessment tool to ensure that any unforeseen risks, such as rapidly changing weather conditions, do not affect the ability to use a particular airport. If any unusual risk is present, or if a pattern

of risk presents itself, the Captain and Chief Pilot together review the flight circumstances and proceed to mitigate the risk. Common mitigation strategies might include delaying a flight until conditions improve or choosing a more suitable airport.

Once mitigation procedures have been implemented, the Director of Operations gives final approval to dispatch the flight.

In any case, the flight is not dispatched until four personnel give the nod of approval for safe operations—the Charter Dispatcher, the Captain, the Chief Pilot, and the Director of Operations.

From this point on, the trip is a go! Starting well before your flight, our maintenance technicians accomplish a thorough pre-flight inspection, our aircraft detailers do a last-minute touch up, and our quality assurance manager checks to ensure your aircraft is ready for your flight, including any catering that has been requested. Our FBO fuels the aircraft and stages it in position for departure. Upon your arrival, our flight-following team watches the aircraft through the flight to anticipate any issues caused by weather or air traffic control.

The well-choreographed events that come together to ensure your flight is seamless is just the first step. What really moves our team is to try to anticipate your needs throughout your flight experience to give you the "WOW." It's our goal to anticipate what you might need before you've had a chance to express it.

That is how you get there! ■

NEGOTIATION SHORTCUT TO SAVE TIME, RAISE FEES AND WIN THE DEAL



Mike Michalowicz

Mike Michalowicz is the entrepreneur behind three multimillion dollar companies and is the author of *Profit First*. He is globally recognized as the guy who “challenges outdated business beliefs” and teaches us what to do about it. To learn more about Mike and get access to a treasure trove of entrepreneurial tips, visit MikeMichalowicz.com.

AT what point in a negotiation do you show your hand? Most people believe if they know what their prospective client is thinking it will give them an advantage. So they wait to quote a price. They do their homework. They look for clues. Sometimes they just come right out and ask. “What’s your budget?” “Are you looking for great quality, a fast turnaround, or do you plan to go with the cheapest option?” “What number are you thinking of?”

Big mistake.

If you want to come out on top, use this simple shortcut: be first. No dancing around the issue, no hemming and hawing – just give them a number right off the bat. In doing so, you’re setting the starting point for the discussion, from which all further discussions stem.

If you quote \$8,000 to complete a project, your prospective client may want to negotiate the price or other parameters of the deal, but all negotiations start at \$8,000. You may come down a bit in price or agree to different payment or delivery terms, but if they hire you, you’ll get a number close to \$8,000. On the other hand, if you wait for them to tell you that they expect to pay \$2,000 for this project, you may be able to negotiate an extra thousand or two, but you’re never going to get the \$8,000 you know you deserve.

But what if they can’t pay more than \$2,000? Well, can you do the work for \$2,000 and still buy groceries? Probably not. (Ramen noodles don’t count.) So what difference does it make if you scared them away with your very reasonable price?

Divergence is a huge time waster. If a prospect can’t (or won’t) pay a fair price, why would you spend one more second trying to land them as a client? Even if you lose the deal because your price is too high, you still come out on top because you haven’t invested much time trying to win their business.

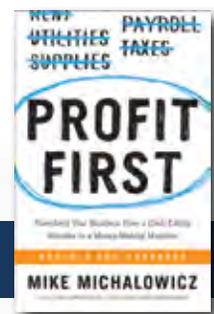
Another common mistake is to do “the range thing” – asking prospects to tell you the range they are willing to spend, or giving

them the range they can expect to spend. Your prospect needs a new phone system for his office. You do the dance, avoid the giant dollar sign in the room and eventually say, “This will cost you somewhere between \$100 and \$400 per phone. “Great,” he says, thinking he’s getting a new phone system for only \$100 per phone. “Great,” you say, thinking you’re getting \$400 per phone. From that moment on, no one is happy. When he sees the written quote (which, of course reflects the price you think you will get, \$400 per phone) he’ll grumble about the price. He heard \$100, you heard \$400, and now you’re both frustrated. (And you probably won’t get the deal.)

How many times have you entered into a deal that you ultimately regretted? When you try to read a prospect’s mind or wait for them to reveal what they expect, you invariably end up doing more work at a discounted rate. How are you going to make it using this old negotiation strategy? (Hint: You won’t.)

Be first. When I started applying this negotiation shortcut in my first business, I was able to increase my prices by nearly 50 percent and filter out prospects that were not a good fit for me much faster. No more laboring over proposals for people who couldn’t afford my services. No more playing guessing games with myself, trying to figure out what they wanted. No more saying yes to low-ball deals, which kept me working 100-hour weeks just to get by.

When it comes to successful negotiations, the single most important question isn’t “What are you thinking?” It’s “How fast can you get YOUR number on the table?” The guy who goes first wins. Period. ▀



MikeMichalowicz.com

You Say You Have Relationships With Your Customers? Prove It!

BY: JOHN DIJULIUS, AUTHOR OF *THE CUSTOMER SERVICE REVOLUTION*

IN today's world, the only thing that is separating companies from offering another commodity is the relationships they have with their customers. If you do not have a relationship with your customer, you better be the cheapest. Companies believe their product is superior, but there are a lot of smart professionals out there and comparable products. I have yet to have anyone disagree with the premise that relationships are what truly give us a distinct advantage. However, I believe that a high percentage of businesses do not know what a real relationship is. Just because you recognize your customer's face or the sound of their voice does not mean you have a relationship.

I am not a fan of platitudes unless they are backed by measurable action items. For instance, you tell me you have a relationship with your customer — great. Prove it. If you truly have a relationship with your customer, or anyone, then you should be able to tell me two or more things regarding F.O.R.D. about your customer.

F.O.R.D.

- Family
- Occupation
- Recreation
- Dreams

If you can't tell me two or more things about their family, occupation, recreation, and dreams, you really do not have a relationship. If not, then you are kidding yourself and you'd better be the least expensive because you

have no emotional brand capital with your customers. I don't care if you have to cheat and resource your CRM system or notes. Anytime you touch a customer via the phone, electronically or face-to-face, you should deliver one Customer Intelligence item about them. Customer Intelligence is what we know about our customers (i.e. F.O.R.D). One of the best ways we have found to obtain Customer Intelligence is through the Customer Intelligence notepads and desk pads.

These tools dramatically increase our awareness of all the customer intelligence thrown at us each day, which we duck from, because we are too busy trying to execute the task at hand. The C.I. Notepads are ideal for professionals on the run, at meetings and networking events, when they are not working at their desk. As soon as you walk away from the customer or prospect, you write down everything they just told you, i.e. leaving for a vacation, alumni of Northwestern University, daughters on a traveling soccer team. The C.I. Desk pads are for when you are at your desk and accomplish the same thing. Then, when you have a moment later in the day, you enter this in your CRM system and can retrieve it when you contact that customer again.

No Time?

The C.I. pads are not meant to hamper your productivity. They are to enhance your listening skills and allow you to build relationships. I have a very large consulting

client who hired us to work with their call center over the past 18 months. We rolled out these Customer Intelligence Desk pads and told their representatives not to ask any of these questions. Given the amount of calls they handle per day, we didn't want to make them less productive, rather more effective. The first week we gave everyone the C.I. Desk pads, one of the call center reps went into her supervisor's office and said, "I know you had Jim from ABC as a mystery shopper today. He told me more today than he has told me in the five years we have been having a weekly call." Her boss responded with, "I have not spoken to Jim or any of your customers."

The fact is, the call center rep heard more that day than she has ever heard before. For instance, when she said, "Okay Jim, I will talk to you next Wednesday." Jim responded with, "No, that won't work. My family and I will be on vacation in Orlando all next week. It will have to be in two weeks." Bam! She heard it. Now she can do one of a few things: Tell him to have a great vacation, follow up with him in two weeks and ask him about his vacation, or if he is a VIP customer, (one of their top customers) she may want to get approval to have some surprise (i.e. fruit tray, bottle of wine, etc.) waiting in his hotel room upon his arrival in Orlando.

[Show Me You Care More About Helping My Business Than Just Getting My Business](#)

“Just because you recognize your customer’s face or the sound of their voice does not mean you have a relationship.”

It doesn't matter how you collect Customer Intelligence. The critical piece is that you create a system that helps you pay more attention to hearing and obtaining your customer's information so you can document and follow up to demonstrate that you are not like anyone else with whom they do business. Personally, my Customer Intelligence Notepad is always with my wallet, car keys and cell phone. I don't leave home without it, so I can learn more about F.O.R.D. on each of my customers.

I learned about the F.O.R.D. acronym from one of our Secret Service Agents, Mr. Don Thorpe, who lives Secret Service in his daily life. ■



John DiJulius

John R. DiJulius III best-selling author, consultant, and keynote speaker, is the President of The DiJulius Group, the leading Customer experience consulting firm in the nation. He blogs on Customer experience trends and best practices. Learn more about The DiJulius Group or The Secret Service Summit, America's #1 Customer Service Conference.



In The Customer Service Revolution, DiJulius points out how numerous companies have made Customer service their biggest competitive advantage, are dominating their industries, and have made price irrelevant. As a result of this Customer service revolution, people are being treated differently, better, and in a way like never before. This is a result of how companies and management are treating their employees and how employees are treating each other and the Customer—which ultimately permeates into people's personal lives at home and in their communities.



Tony Rubleski

Tony Rubleski is the bestselling creator of the Mind Capture book series. He is also an in-demand keynote speaker, strategic business coach, and global event promoter. His work has been featured in various media outlets ranging from Bottom Line Magazine, The Detroit Free Press, the FOX TV network, ABC, to CNN Radio, NPR and Entrepreneur Magazine Radio. He's a 1994 graduate of Western Michigan University with a degree in marketing and has also been a faculty member and instructor with the U.S Chamber of Commerce (IOM) and CEO Space International. His core expertise and message are designed to help people 'Capture' more minds and profits. www.mindcapturegroup.com

7 KEY CHARACTERISTICS ALL GREAT LEADERS POSSESS

BY: TONY RUBLESKI, PRESIDENT - MIND CAPTURE GROUP

“I still get a charge out of interacting and engaging with my special guests and never take their time and wisdom for granted.”

THE last several years I've been extremely fortunate to pick the brains of some of the brightest minds on the planet ranging from the fields of sales, marketing and psychology, to sports, music and spirituality. It hasn't come easy to 'Capture' these incredible minds on the phone and within the pages of my books. I put in the time, the discipline, the miles, the thousands of pages read, to do my homework and establish a track record with busy PR handlers and agents. The mission is to make my interview guests look good while at the same time helping them to feel that they didn't waste their time with another boring interview.

In my most recent book, *Mind Capture: Leadership Lessons from Ten Trailblazers Who Beat the Odds and Influenced Millions*, I was fortunate to capture such minds ranging from NY Times bestselling author Wm Paul Young, who wrote the 20-million+ selling book and movie, *The Shack*; Dave Liniger, who co-founded the globally known real estate company, RE/MAX; Dan Bylsma, a rookie NHL hockey head coach who helped the Pittsburgh Penguins win the Stanley Cup, to sales and marketing legends such as Brian Tracy and Seth Godin.

Each guest knows in the first five minutes that the interview will be different than most others they give. I know this, as I often get interviewed myself as a fellow author. At the end of our time together on the phone I want to pull out not only multiple nuggets of wisdom for my audience and myself, but something so unique that it leaves my special guests thinking as they hang up the phone, *Damn, I did not expect that. That was unique and memorable.*

I still get a charge out of interacting and engaging

with my special guests and never take their time and wisdom for granted. Each of them has a unique story and a journey that teaches us lessons from both sides of the wheel of life: when it seems everything is clicking or when it seems all hope of hitting the goal or dream may be lost. Each interview guest comes from a diverse, eclectic and often-times mundane background. The commonality, however, that they ALL share is massive amounts of persistence! What would knock 99 out of 100 people out from even trying, they simply refuse to accept; so they continue to press on.

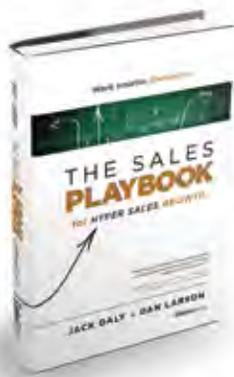
Here's the secret that shocks most people that ask me about my interview guests: they are regular people just like you and me that have achieved massive success in their respective fields. They all had to start somewhere and often it was during times of great chaos and setback taking place within their own lives that they made a big decision, to cut the cord and go full throttle in pursuit of their dreams. Nothing was given to them. They had to hustle, put in the time, deal with tons of rejection and bust through the paradigms of what a long line of others said couldn't be done. They also had to face down and conquer the twin enemies known as fear and self-doubt often for many years in relative obscurity. In the process, they grew, changed millions of lives and blazed a trail.

HERE ARE THE SEVEN KEY CHARACTERISTICS OF A TRAILBLAZER:

- 1. INTENSE CURIOSITY**
- 2. PERSISTENCE**
- 3. VISION**
- 4. LIFE-LONG LEARNING**
- 5. PROBLEM SOLVING**
- 6. FOCUS ON THEIR STRENGTHS**
- 7. THICK SKIN**

I share these seven key characteristics with you as you likely already possess many of them. The mission is two-fold:

1. Identify the top characteristic you are the strongest at and keep using it each day.
2. Pick one of the seven characteristics of a Trailblazing Leader to work on and improve within your own life. 📌



RELATIONSHIP SELLING

A sales professional is someone who:

1. Gets business from a prospect who is already committed to someone else
2. Helps his or her business sources to reach their full potential
3. Constantly upgrades his or her clientele

And there lies a problem. How do you gain the attention of these attractive prospects? How do you overcome their commitment to another supplier? How do you combat their indifference to wanting to see you?

A core theme of the Relationship Selling system is that if two people want to work together, the details won't stand in their way. Another key idea is that success with a client comes by giving "value-added" service. You accomplish this by delivering more than your client expected when he or she decided to try your service.

You become someone's business partner because they discover it is in their best interest to work with you. Another way to say this is that a sales professional helps his or her clients be more successful.

Building a relationship starts by overcoming their indifference toward you even before your first meeting together. You shouldn't call on a probable prospect unless you have "pre-marketed" yourself.

A good approach campaign, in which you pre-market yourself, changes the acceptance rating considerably. Create a

positive image in your prospect's minds by sending them helpful ideas and general market information. The greater the positive image you build, the greater your success will be.

Path To Success

Sales success begins at the bottom. Our first objective is to define the highest value needs of the prospect. To do this we must conduct a meaningful interview in a favorable environment.

When calling prospects for an appointment, or just before reconfirming the time and place, ask if they would reserve their conference room for your meeting. Tell

"BUILDING A RELATIONSHIP STARTS BY OVERCOMING THEIR INDIFFERENCE TOWARD YOU EVEN BEFORE YOUR FIRST MEETING TOGETHER."

your prospect that you will have some things to demonstrate, and that the conference room would be helpful.

Our real purpose is to get the prospect away from his or her telephone during the interview. At that time, you will want to determine four primary things:

1. Highest value needs (HVNs) held by the prospect
2. Social style of the person
3. Current relationships with competitors
4. Objections to be resolved

Professionals never recommend an action until they have fully determined the problem, opportunity, or need in the relationship. How would you feel towards a physician who prescribed a medicine prior to conducting a thorough physical?

Interviewing For Results

When you call on someone, do you "show up and throw up"? Do you dump product information on them? We all know that traditional salespeople talk too much. Relationship sales professionals listen - and listen - and listen! A salesperson that shows up and throws up also should be sued for malpractice.

Traditional salespeople spend most of their time on pitching and selling features. But RELATIONSHIP SELLING focuses on finding customer needs and problems and offering solutions to meet those needs. Less emphasis and time is devoted to aggressive selling and more to building relationships and providing value to the customer.

It is suggested that we spend the same amount of time in an interview as we are doing now — our emphasis should be on information gathering and "needs analysis" rather than pitching features. It is important

to remember that the listener controls the interview.

We don't sell our products or services to someone unless they perceive it is in their personal interest to have us do so. Therefore, we must determine their interests and highest value needs.

Fulfilling Unmet Needs

Moving up the critical path, we next determine our prospects' social style. We need to be sensitive to a prospects' style, so that we can prepare an appealing presentation for him or her.

When asking about a prospect's current business sources, find out the strength of those relationships. You already should be aware of any unmet needs.

While interviewing someone you will be able to determine what their objections are going to be when you ask for their business. If someone surprises you with an objection it is because you did not ask enough questions or listen during the interview phase of the selling process.

If we know our prospects' needs, social styles and objections, we are in a position to offer solutions that they will find not only acceptable but also desirable. Our solution should suggest an action that will move us into, or towards, a business relationship. If we are not successful initially, we position ourselves to continually call on our targeted prospects. Our goal is more to move our relationship along than it is to concentrate on a single transaction.

When you feel the time is right to ask for your prospects' business we suggest an open-ended question: "Considering what we have been discussing, do we have a basis for doing business together?" The answer will determine your progress and where the relationship is headed.

If you have demonstrated your knowledge, sensitivity, and constructive help the answer will often be "yes" with some qualifications.

Make Fewer Sales Calls

We start building strong business relationships by targeting a select number of prospects. A successful career as a sales professional is built upon maintaining a limited number of highly productive clients and not on seeing how many calls can be made in any week. "Focus precedes success" is a core concept of the

Relationship Selling Process.

Every sales professional should have a written list-by name-of those you have targeted as future business partners. Determine in advance — through your intelligence sources — prospects that you would be doing business with in the immediate future.

This target list may have as few as 10 names for established, career - oriented account executives, and as many as 60 names for a beginner. An exact number will depend both on you and on your industry.

Our goal is to have a predetermined number of clients as business partners. We must select them carefully because it is going to take some time to win them over to us. Additionally, we must get to know our targets' managers, since often they either assist us -or stand in our way.

Doing so is far more effective than pitching your products and service in the hope that your prospect will respond. Top prospects are too sophisticated for this outdated selling style.

Preparing For Action

Once we have defined our prospect's HVNs, we must decide whether it's best to ask for a subsequent appointment to present our solution, or if we need to suggest some immediate action.

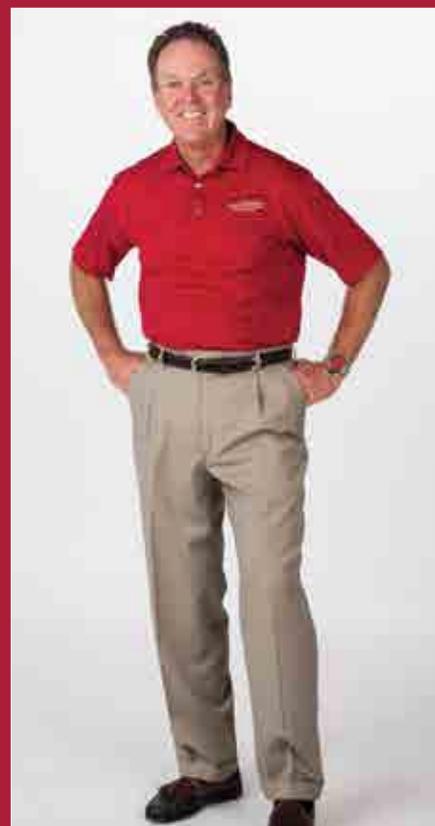
We are influenced in this decision by how well we have determined needs, the prospect's social style, his or her present relationships and what the objections will be. If in doubt on these issues, continue your interview. Or if you're pressed for time, suggest making another appointment.

Tell your prospect you would like to gather some information and ideas to bring on your next visit. Make sure to schedule your following appointment before leaving!

To sum up, Relationship Selling consists of targeting a limited number of strong potential business sources, developing a relationship with each one and then building and maintaining those relationships.

You can see that it doesn't matter how many sales calls you make. What's important is how effective each one is. See fewer people if you want to do more business, but be sure they are the right business sources for you.

We wish you-Great Hunting! 🚩



ABOUT JACK DALY

JACK DALY is an experienced and world recognized sales speaker and sales training expert, who inspires audiences to take action in the areas of sales, sales management and corporate culture. He brings 30 plus years of field-proven experience from a starting base with CPA firm Arthur Andersen, a captain in the U.S. Army to the CEO of several national companies. Jack is a proven CEO/ Entrepreneur, having built 6 companies into national firms, two of which he subsequently sold to the Wall Street firms of Solomon Brothers and First Boston. His professional sales trainer know-how has turned him into an accomplished sales coaching authority and author of books including *Hyper Sales Growth*, *The Sales Playbook For Hyper Sales Growth* and *Paper Napkin Wisdom*, all Amazon #1 Bestsellers.

www.JackDaly.net

A close-up portrait of a woman with long, wavy brown hair and light-colored eyes, smiling slightly. She is wearing a dark top. The background is a soft-focus green, suggesting an outdoor setting. The entire image is framed by a dark blue border.

10 PUBLIC SPEAKING TIPS FROM MY YEAR OF SPEAKING DANGEROUSLY

BY: SUSAN CAIN, AUTHOR & CO-FOUNDER OF QUIET REVOLUTION

“For many speakers—and especially for introverts—preparation is key.”

WHEN my book first came out, I did what I called a *Year of Speaking Dangerously*. Below are 10 public speaking tips I learned along the way:

1

For Many Speakers—And Especially For Introverts—Preparation Is Key.

Take your time crafting the speech so that it flows logically and is illustrated with stories and examples. Practice it out loud, until you're comfortable. If it's an important speech, videotape yourself. The main reason public speaking can be uncomfortable is that you have no idea how you're coming across. If you went to a job interview without fixing your tie or applying your lipstick in front of the mirror, you would hope that there's no scarlet lip gloss smeared across your teeth, but how could you know for sure? Better to take the guesswork out of it.

2

Think About What Your Particular Audience Wants To Hear.

Are they craving new information? Insights? What problem do they hope to solve? Give them what they want and need.

3

Watch Videos.

If you haven't spoken publicly in a while and feel rusty, watch videos of speakers that have shots taken from the speaker's vantage point, where you can see what it's like to face the audience.

Many TED talks have these shots. As you watch, pretend you're the speaker. Get used to what it feels like to have all eyes on you.

4

Practice.

Similarly, if you can, visit the room where you'll be speaking.

Practice standing at the podium, looking out into the rows of seats.

5

When You Listen To A Great Speaker Or Hear Someone Mention One, Get A Transcript Of The Speech.

Study it. How was it constructed? What kind of opening and closing were used? How were examples presented? How did the speaker engage, inspire and educate the audience? Most people are not born great orators. They study and practice. (This tip comes from Steve Harrison, the co-founder of *Reporter Connection*.)





At least one-third of the people we know are introverts. They are the ones who prefer listening to speaking; who innovate and create but dislike self-promotion who favor working on their own over working in teams. It is to introverts—Rosa Parks, Chopin, Dr. Seuss, Steve Wozniak—that we owe many of the great contributions to society.

In *Quiet*, Susan Cain argues that we dramatically undervalue introverts and shows how much we lose in doing so. She charts the rise of the Extrovert Ideal throughout the 20th century and explores how deeply it has come to permeate our culture. She also introduces us to successful introverts—from a witty, high-octane public speaker who recharges in solitude after his talks, to a record-breaking salesman who quietly taps into the power of questions. Passionately argued, superbly researched, and filled with indelible stories of real people, *Quiet* has the power to permanently change how we see introverts and, equally important, how they see themselves.



6

Keep A Video Diary Or Video Blog.

I always enjoy my friend Gretchen Rubin's video posts on her Happiness Project blog. You should also look at Susan Steele of The Confident Introvert doing her first video blog, which is inspired by my Year of Speaking Dangerously project!

7

Know Your Strengths And Weaknesses As A Speaker And Accentuate The Positive.

If you have a great sense of humor, use it. If you're not a natural cut-up, don't try to be. Instead, focus on what you do best. Do you have a great story to tell? An interesting idea your audience hasn't considered? Information they need to hear? Frame your speech around your message—and around who you are as a person. Thoughtful and thought-provoking is every bit as powerful as dynamic and entertaining.

8

At The Same Time, Public Speaking Is A Performance, And That's A Good Thing, Even If You're Not A Natural Actor.

Have you ever wondered why people enjoy costume parties? It's because they feel liberated when interacting from behind a mask, from within a role. Dressing up as Cinderella or Don Draper removes inhibitions as effectively as a glass of wine. Think of your onstage persona the same way.



9

Smile.

Smile at your audience as they enter the room, and smile at them when you begin speaking.

This will make you feel relaxed, confident and connected.

10

Laugh.

Here is a funny tip from a reader of the Happiness Project.

It's probably not the best advice, but it will make you laugh:

"My eighth-grade teacher told us all to pretend the people [in the audience] are heads of cabbages. I never quite got that one as making much sense, but to this day (40 years later) I still say that line to myself before I speak. And I laugh." ■



QUIET
REVOLUTION

ABOUT THE AUTHOR

SUSAN CAIN is the co-founder of Quiet Revolution and the author of the bestsellers Quiet Power: The Secret Strengths of Introverts, and Quiet: The Power of Introverts in A World That Can't Stop Talking, which has been translated into 40 languages, has been on the New York Times bestseller list for over four years and was named the #1 best book of the year by Fast Company magazine, which also named Cain one of its Most Creative People in Business. Cain is also the co-founder of the Quiet Schools Network and the Quiet Leadership Institute. Her writing has appeared in the The New York Times, The Atlantic, The Wall Street Journal, and many other publications. Her record-smashing TED talk has been viewed over 14 million times and was named by Bill Gates one of his all-time favorite talks. Cain has also spoken at Microsoft, Google, the U.S. Treasury, the S.E.C., Harvard, Yale, West Point and the US Naval Academy. She received Harvard Law School's Celebration Award for Thought Leadership, the Toastmasters International Golden Gavel Award for Communication and Leadership and was named one of the world's top 50 Leadership and Management Experts by Inc. Magazine. She is an honors graduate of Princeton and Harvard Law School. She lives in the Hudson River Valley with her husband and two sons.

**Visit Cain and the Quiet Revolution at
WWW.QUIETREV.COM.**



5 TIPS FOR CONNECTING WITH WORLD-CLASS PROFESSIONALS

EVERY businessperson needs allies. That's why successful industry experts, authors and consultants don't operate in a silo; they have a following and tribe that surpass company and industry lines.

These allies have influence, and befriending them can provide endless benefits for your business, as they have for mine.

Building relationships with influencers is never a one-and-done deal. Earning introductions and respect takes hard work and careful planning. But when you forge meaningful connections with important

people, you'll get help on projects, meet new allies and get introduced to groups that will raise your profile.

Here are five ways to make connections with world-class professionals based on my own experience:

1. Become Known As An Expert

VIPs don't want to waste time when networking. They would much rather learn something from interacting with you. That's why it's crucial to find your niche and dominate it.

You need to create great content and

get it into places that matter. Become an influencer through social media, podcasts, print or wherever else you can put out fresh content. VIPs will Google you to see what pops up. If nothing appears, they might not give you the time of day.

Demonstrate that you have intelligent things to say, and get the right team of content strategists behind you. It's more accessible and less costly to do this than you might think.

2. Find A Connection Point

People want to hang out with peers, not groupies. Seek introductions from trusted friends or advisors. Once you've found that connection, determine how to build a relationship with one influencer at a time.

The beauty of connecting with VIPs is that they usually hang out with other people you want to meet. It takes one strong connection to make many.

3. Hang Out At Their Watering Hole

I'm not talking about their favorite bar. Figure out what conferences and events these VIPs attend. Don't focus on trade shows with 50,000 people. Tap into events like Archangel Academy, Genius Network and MastermindTalks, where there's less noise and more intimacy.

You'll need to invest money to join these networks, but their focus on learning, growing and giving will help you become exactly the kind of person these VIPs want to befriend.

Spending time at one "watering hole" can lead to an avalanche of connections. While attending a conference held by the charity Opportunity International, I met acclaimed speaker and entrepreneur Jason Duff. After staying in touch with him through thoughtful follow-up, he introduced me to Empact co-founder Michael Simmons. Michael connected me with Cadre CEO Derek Coburn, who asked me to speak at the same event as Cameron Herold, one of the top business coaches in the world.

Spending time and money on the right event can cause a ripple effect of big-time connections. But this process takes

time, so don't give up if one event doesn't get you noticed.

4. Be Bold And Different.

Invest in doing one thing better than anyone else — it'll set you apart from the crowd. When I wanted to deepen my relationship with Cameron, I wasn't just going to take him out to a steak dinner and a Cavs game — everyone has access to those.

Cameron told me we could meet up after he shopped at his favorite store, Brooks Brothers, but a five-hour travel delay messed with his plans. Because he didn't have time to shop, I brought the shop to him. When he got to his room, he saw dozens of Brooks Brothers suit jackets, pants and shirts in his size. Not only did he love it, but he also called an author friend, John DiJulius, to change the example he'd previously given him for the best customer service he'd ever experienced.

Keep your interactions first-rate, and make them all about the other person. Your new friend will never forget it.

5. Think Tangible, Not Digital.

Most VIPs are overloaded with emails, texts and newsletters. Sending tangible items will help you stand out. I'm not talking about a pen with your company logo on it. You need to send something so high quality and thoughtful that it becomes an "artifact" of the relationship.

Over the past seven years, I've continued sending Cameron handmade cutlery and custom-made wine tools. He'll often thank me for being the better friend and going out of my way to stay in touch. I don't keep score, but I'm happy to have him as a friend and ally.

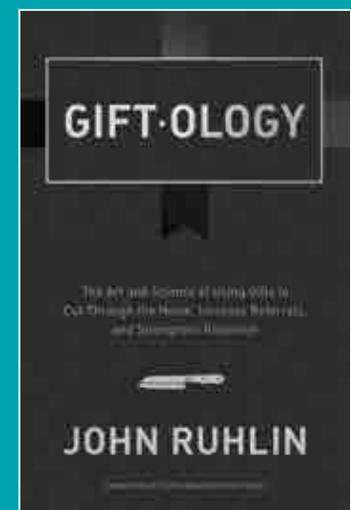
I've built most of these relationships over the better half of a decade. They've required hundreds of handwritten notes, phone calls and gifts, but the value of these connections is worth far more than the time and money I've invested in them. When you keep adding value from afar, you'll forge deep connections that will slowly mature into an army of dedicated allies. ■



ABOUT JOHN RUHLIN

John Ruhlin is the founder of Ruhlin Group. John's company is trusted by the leaders of fast-growing companies to develop relationship-building strategies and VIP gifting programs to increase referrals and strengthen retention with their most important clients, employees, and prospects. His book, *GIFTOLOGY: The Art and Science of Using Gifts to Cut Through the Noise, Increase Referrals, and Strengthen Retention*, was released in June, 2016.

www.JohnRuhlin.com





Gary Vaynerchuk

Gary Vaynerchuk (The New York Times bestselling author)—the inspiring and unconventional entrepreneur who introduced us to the concept of crush it—knows how to get things done, have fun, and be massively successful. A marketing and business genius, Gary had the foresight to go beyond traditional methods and use social media tools such as Twitter, Facebook, and YouTube to reach an untapped audience that continues to grow. www.garyvaynerchuk.com.

With more than 3.5 million fans on social media, Gary shares his ongoing journey as an entrepreneur in his daily vlog, #DailyVee.

ONE OF THE FEW THINGS I COMPLAIN ABOUT: COMPLAINING

BY: GARY VAYNERCHUK, CEO AND CO-FOUNDER - VAYNERMEDIA

“In today’s world, we’re so ingrained to expect instant gratification and that our problems can be solved with minimal effort.”

I hate complaining. This advice is for the complainers. I’m not upset with you if you play video games all day or watch Netflix all night. I’m mad at you if you’re doing that and you’re baffled by why you’re not making more money and living your dream. If you’re happy and content, you’ve won. But if you’re complaining, it means you haven’t won yet and you should stop complaining and do something about it instead.

Someone I look up to most in the world (tied with you, Dad) is my mother. Hands down, one of the most intriguing thing about my mother is her inability to complain. It’s probably one of my favorite traits that she’s passed down to me. I find it incredibly attractive and it’s a quality I adore in my wife as well. It’s even something I try to instill in my children because I think complaining is ugly.

Personally, I don’t complain. (Except about the New York Jets—I complain about them a lot.) If you look at my tweets historically, maybe there’s two or three complaints. You’ll never catch me complaining about not seeing my kids enough or about not having enough leisure time because if I had an issue with those things, I would either do something about it or at least recognize that I have the ability to do something about it.

There’s no shifting into the complain zone when I encounter an issue I’m not happy with. I’m very “put your head down” when it comes to problem solving. It’s about assessing the problem, figuring it out, and then going directly back on the offense. Complaining is defense.

To me, the only thing that is acceptable to complain about are the things that you can’t control like the unfortunate health of yourself or your loved ones or some other unforeseen tragedies.

I want to clarify, just to set the record straight: If

you’re complaining, about anything, then you need to audit yourself. You can’t just go watch House of Cards. You can’t play ball all day. You can’t go to ballet shows. You can’t sit there and ponder the what-ifs like: “What if I had rich parents” or “what if I grew up in a better neighborhood” or “what if I made that investment” or “what if I went to that school.” You gotta work to fix it.

There are so many people reading this right now who are complaining. People love to complain because it’s easy. Executing to fix those problems, on the other hand, is hard.

Look, I understand that many of you have student loans and mortgages and a rough time working two jobs while trying to spend time with your family. But, are you happy? If you are, then you’ve won because you don’t actually have anything to complain about. The real problem is that there are so many millions of people who are unhappy and are just sitting around complaining and then just playing Madden for hours or having their 18th dinner with their other “complaining friend” and just complaining back and forth together. They’re not actually trying to solve the very things they’re complaining about.

Complaining is easy. Executing is hard.

In today’s world, we’re so ingrained to expect instant gratification and that our problems can be solved with minimal effort. Patience is real and so is hard work. Sometimes, that hard work might not even be as terrible as you think. Need more money? We live in a 24-7 world where you can make money in your underwear. Think about it.

If there’s one thing I want you to learn from reading this, it’s that complaining has zero value. Looking at the negative, seeing the glass as half empty and complaining are some of the biggest wastes of time a human being can engage in. Instead, tackle the problem head on. Assess it, see what you can do about it, and then do just

that. “Woe is me” is truly one of the biggest things that can stand in the way of success both professionally and personally. ▀



www.GaryVaynerchuk.com

Shawn Hunter

Shawn Hunter, Founder & President of MindScaling Entrepreneur, author, idea developer. Shawn has collaborated with hundreds of business authors, executives, and researchers to create learning solutions. Shawn's first company, Targeted Learning, was acquired by Skillsoft in February 2007. He is the author of Out•Think and Small Acts of Leadership. mindscaling.com



THE SURPRISING SKILLS NEEDED IN THE FUTURE

Are You Ready?

IT'S a chaotic, fast-changing time we live in. Automation, artificial intelligence, augmented reality, cyber-threats, business bots, and the internet of things. It would seem that in this age of hyper-accelerating technology, we would need the techie skills to match. Maybe, maybe not.

Recently Deloitte conducted a survey to understand the millennial generation and get their view on the future of business, productivity and what millennials think of the emerging younger GenZ generation. It's mostly good news.

Eight thousand millennials were surveyed from all over the world and it turns out millennials are pretty optimistic, particularly when it comes to job readiness for the emerging younger population. The advice of 30-somethings to their younger generation emerging now doesn't appear too different from advice from the past.

From the study:

- Learn as much as possible: Begin your career open-minded and be ready to learn from others.
- Work hard: Do your best and do not be lazy.
- Be patient: Take your time when entering the workforce and go step-by-step.
- Be dedicated: Be committed to succeeding and persevering.
- Be flexible: Be open and adaptable to change and try new things.

Sound familiar? Thomas Jefferson, Michelangelo, John F. Kennedy and Martin Luther King, Jr. all gave similar advice at different times in history.

But the surprising discovery in the study regards the specific skills needed to perform at a high level in the future. According to millennials working today, it's not technical skills that are needed. Analytic skills, IT skills, programming, social media skills,

even language skills and a global mindset, all ranked below the importance of leadership, flexibility, creativity, communication and professionalism in the workplace.

That's right. The strongest traits needed in the future to build innovation, and growing economies, are not technical skills, but human to human skills. Relationships drive progress in the world, not tech skills.

This is also good news for those of us who aspire to happiness and lifelong fulfillment. Harvard recently completed a study of over 75 years following the lives of 268 individuals from 1938 until now.

Through wars, marriages, career triumphs, personal tragedies, parenting, habits and daily behaviors, the Grant Foundation followed these people as they lived (and sometimes died) for 80 years. What they discovered is pretty simple.

They learned that the characteristics of a long, healthy and joyful life are strong relationships with other people, and resiliency through hardship. Religion, political opinions or sexual orientation made no difference. A happy childhood is helpful, but not necessary.

They learned that learning is a lifelong pursuit, and not restricted to childhood and adolescence. They learned that the habits you establish before 50 become predictive of mental and physical stability decades later, and the inevitability of a mid-life crisis is a myth popularized in the 70s.

According to the study, the strongest behavioral contributors of a joyful and successful life are the ability to create quality relationships with those around us, being altruistic with others, not taking oneself too seriously, finding joy in alternatives, and persevering through adversity.

Work on the strength of your relationships. It could be the most important thing you do, both for yourself and your community. ▀

AIRCRAFT OWNERSHIP: EARNING REVENUE



EARNING revenue from your aircraft when it is not being utilized can make strong fiscal sense. Desert Jet offers several ways for you to utilize your aircraft to earn revenue. From traditional charter revenue programs to innovative lease programs, our revenue programs are personalized to meet your exact needs.

Charter Management

Traditional charter is a great choice for those aircraft owners that employ a full-time flight crew and have low-to-moderate usage needs for their aircraft. Traditional charter provides the aircraft owner with a percentage of the revenue earned (normally 85 percent) during each hour the aircraft is flown in charter operations. This revenue helps the aircraft owner offset the fixed costs of ownership, such as the salaries for the flight crew, insurance, hangar costs, maintenance, and flight training expenditures.

Hourly Lease Management

The traditional charter model doesn't work for everyone as not all aircraft owners have a need to employ pilots. For example, many aircraft owners are also pilots and just fly themselves where they need to go for business. For these owners, using a traditional charter model means employing pilots, an additional cost that just doesn't make sense. The ideal solution

is an hourly dry lease where the aircraft owner is paid an hourly flat rate for use of the aircraft. The lessee pays for costs such as fuel, pilot salaries and training, and aircraft cleaning. This simple arrangement is the ideal solution that earns revenue without incurring a lot of additional costs.

Fleet Utilization Program

Another optimal revenue program involves placing underutilized aircraft into a full-time lease arrangement. The lessee pays for all operational costs of the aircraft, such as maintenance, engine reserves, pilots, hangar costs, and insurance, as well as a fixed monthly amount to the owner, normally equivalent to roughly .8 percent to 1 percent of the aircraft's value. This is a great way to eliminate the costs incurred when an aircraft is placed for sale and not being utilized. This option also keeps the aircraft in an airworthy status with no expenditure required by the aircraft owner.

These are just a few ways that the savvy aircraft owner can realize revenue from an aircraft's operations. Because there are many complicated FAA regulations and IRS implications involved in revenue-generating activities involving aircraft, it's important to place your aircraft with a company that is familiar with all of the different options available. ■

FACTS

- Desert Jet can assist you in the acquisition of your own aircraft.
- Aircraft ownership can make financial sense when compared to chartering an aircraft over 100 hours per year.
- Desert Jet provides a turn-key management service enabling aircraft owners to shed themselves of the headaches involved in managing pilots, maintenance schedules and financial oversight.
- Charter revenue can offset most, if not all, of the costs involved in owning an aircraft.

MEET THE FLEET

THE SUPER-MID JETS



CHALLENGER 300

The Challenger 300 offers the most cabin space in its class. Its wide-body interior and stand-up cabin height of over six foot tall can accommodate up to ten passengers comfortably. The divan converts easily to a bed providing travelers additional comfort during long coast-to-coast travel.

In-flight complimentary Wi-Fi and satellite phone service allow passengers to stay connected to those on the ground. Whether traveling for business or pleasure, the Challenger 300 will take you there in comfort and style.

GULFSTREAM G200

Traveling cross-country just got a lot easier with the long-range capability of the Gulfstream G200. The comfort of nine seats and a 25 foot long cabin make this aircraft comfortable for all travel. Reclining seats with leg support and a divan that easily folds down into a bed provides passengers a comfortable overnight flight. Have a large group with lots of bags? No problem for the G200! Fly to your destination with all seats occupied and a full compartment of luggage with ease.



CITATION SOVEREIGN

This aircraft is unlike others in its class. Its ability to take off and land on short runways can get you just about anywhere you need to go. The aircraft is configured to seat eleven passengers comfortably with its 24 foot long cabin. If you are traveling with a large amount of luggage, this aircraft is well-suited for you! With 100 cubic feet of exterior storage alone, the Citation Sovereign provides ample space for any awaiting adventure.

THE MID-SIZE JET

CITATION EXCEL

Spacious, fast and sleek are the best words to describe the Citation Excel. With six captain's chairs and a two-seat divan, this aircraft allows plenty of room for the entire group traveling for business or pleasure. The Excel's ability to climb quickly makes it easy to avoid weather that could cause a bumpy flight for some other aircraft.





THE LIGHT JETS

CITATION CJ3

Travel in style in our CJ3, which has one of the longest cabins in its class. This beautiful jet is designed to seat eight passengers in spacious comfort. It offers complimentary Wi-Fi to easily stay connected with work or with family and friends. For a light jet, the CJ3 has no shortage of luggage space. This triple combination of excellence makes the CJ3 an exceptional and efficient jet for travel.



CITATION BRAVO

The Citation Bravo is one of Desert Jet's most charter friendly aircraft. The light jet can accommodate eight passengers total including the belted lavatory. Need a little more head or shoulder room? The seats swivel 180 degrees and track laterally inboard creating a more comfortable flight. It is an extremely cost efficient aircraft for your short-range traveling needs!



THE VERY LIGHT JET

CITATION MUSTANG

The Citation Mustang is a perfect aircraft for shorter distances, comfortably accommodating up to four passengers and their luggage. It offers luxurious leather seating and an airstair entry for easy boarding. This nimble aircraft incorporates a surprising amount of baggage area for golf clubs and skis. Consider the Mustang for your next flight from San Diego or Palm Springs to destinations such as San Francisco, Carmel, Las Vegas and Scottsdale. Winter enthusiasts will enjoy ski trips to Aspen and sun worshippers can quickly jet to Cabo San Lucas.



TOP TEN USA GOLF DESTINATIONS ACCESSIBLE BY PRIVATE JET

RECOMMENDED BY DESERT JET



WE took inventory of the places where we've flown our clients, and these golf destinations came up on our flight plans repeatedly.

1. La Quinta

There are over 130 courses in the valley, making this one of the most popular areas for golf in the country. With courses like PGA West (Palmer, Nicklaus, Norman, and Stadium courses), The Quarry, Tradition, Silver Rock, Bermuda Dunes, The Classic Club, La Quinta Resort, Hideaway, The Madison Club, and Bighorn, how can you go wrong?

The Jacqueline Cochran Regional Airport in Thermal serves this incredible collection of golf courses in California's desert resorts region.

2. Pebble Beach

The home of the 2010 US Open, and probably the most photographed golf course in the world, Pebble Beach is on every golfer's bucket list. Nearby popular courses include Spyglass and Spanish Bay. Bring plenty of golf balls and a sweater.

Pebble Beach, Spyglass, and Spanish Bay are all served by the Monterey Peninsula Airport in Northern California.

3. Bandon Dunes

Here are three golf courses on almost everyone's top ten list: Bandon Dunes, Pacific Dunes, and Bandon Trails, all situated right on the picturesque and rugged Oregon coast. The Old MacDonald course opened recently as the fourth and final course on the property. Links-style golf with tight lies, beautiful vistas, and challenging designs has made this a very popular destination for Desert Jet clients.

Bandon Dunes is served by the Southwest Oregon Regional Airport in North Bend, Oregon.

4. Sutton Bay

This special private course has a flavor all its own. A links-style course just off the banks of Lake Oahe near the town of Agar, South Dakota, Sutton Bay is a favorite amongst Desert Jet flyers. It has incredible wildlife and a challenging but fair course. You will wish you had brought your camera. The par three 17th is just amazing. By the way, the record is 105 holes played in one day.

Sutton Bay is served by Pierre Regional Airport as well as the Gettysburg Airport.

5. Rock Creek

Part of an 80,000-acre working cattle ranch, Rock Creek Cattle Club is a private country club in central Montana that has a beautiful par seventy-one, 6,300-to-7,400 yard, Tom Doak course that uses 350 of those acres. The views of the mountains will take your breath away, and the golf and accommodations will keep you coming back to this amazing

place. On occasion, you may have to putt around the elk footprints on the green.

Rock Creek is served by Deer Lodge Airport in Montana.

6. BallyNeal

Designed in the heritage of Scottish and Irish seaside links golf, BallyNeal is as natural a course as you can get. There are no tee markers; you hit from where you hit. There are no carts, either. The elevation changes and the layout and beauty of this private course will astound you. Play it straight and you will score well. Poor shots are penalized heavily.

BallyNeal is serviced by Holyoke Airport in Colorado.

7. Augusta

The home of the Masters and one of the most exclusive private clubs in the world, Augusta National is the world stage for golf every April. Who would say no to an invitation to play here? If you are going to "The Tournament," plan early as we have lots of demand during this period.

Augusta National is served by Daniel Field and Augusta Regional Airport in Georgia.

8. Pine Valley

A par seventy course at just over 6,500 yards, it has a slope rating of 153. High scores are the norm here, but the beauty edges out the difficulty. Consistently listed very high in top ten ratings in most major golf publications, it made the Desert Jet list as well!

Pine Valley is served by Philadelphia International and Millville Municipal Airports.

9. Sand Hills

Completed in 1995 by Ben Crenshaw and Bill Coore, this private club in Nebraska is only open for golf from the first of June to the first of October. With a sand base that meets the PGA requirements for greens spread out over the entire course, the grass is incredible. The construction process was simple: great courses are discovered, not created. Minimal intrusion to the natural landscape provides a course that many say is the best they have ever played.

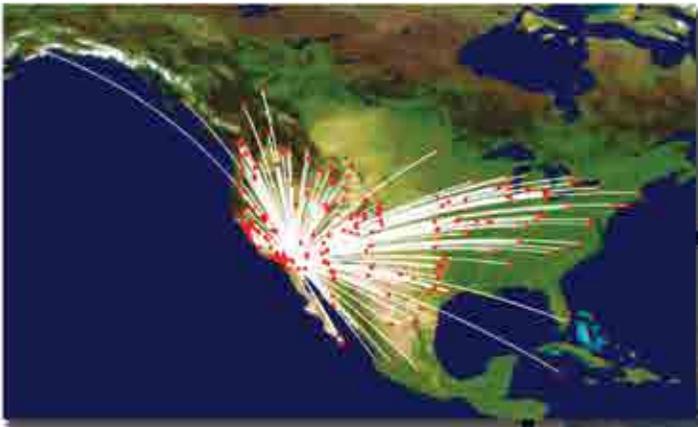
Sand Hills is served by North Platte Regional and Ainsworth Municipal Airports.

10. Bay Hill Resort

The site of Arnold Palmer's Bay Hill Invitational Tournament, this course is very popular, not only for the incredible golf but also for the outstanding instruction available from the staff trained by Mr. Palmer himself. Bay Hill is Desert Jet's most popular course in Florida.

Bay Hill is served by Orlando International and Orlando Executive Airports. ■

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FAQs Did you know...



Desert Jet is a partner of the community. We donate our time, resources and aircraft whenever possible to support many worthy causes such as Angel Flight West, Ronald McDonald House, Animal Rescue Organizations, Boys and Girls Club of Coachella Valley and Special Olympics Airlift among others.



Desert Jet employs over 60 aviation professionals, and of that number, 90% have relocated with their families from various locations throughout California and across the U.S. to call the Coachella Valley home.



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