

# AirSprint

PRIVATE AVIATION

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2000-2015 YEARS



## Director of Business Development Career Guide

AirSprint is looking for an experienced and enthusiastic sales and marketing professional to join our team.

## Our Passion

A passion for aviation and for providing exceptional service formed the foundation for AirSprint's introduction of Fractional Ownership to Canada in 2000. Today each of our dedicated staff are passionate about delivering a private aviation experience that contributes to the personal and professional lives of successful Canadians.

## Our Mission

We provide successful Canadians with a better choice for optimizing their time by enhancing the private jet ownership experience with industry leading safety standards, exceptional turnkey service, and increased flexibility, all at a fraction of the cost, and personalized for their individual needs.



## Our Vision and Values

Our vision is to be recognized as an international leader in private aviation services through a disciplined adherence to our core values:

### SAFETY

SAFETY IS OUR FIRST PRIORITY, NOTHING IS MORE IMPORTANT.

### SERVICE

WE DELIVER EXCEPTIONAL CUSTOMER SERVICE THROUGH A PASSIONATE PURSUIT OF EXCELLENCE IN EVERYTHING WE DO.

### PEOPLE

WE FOSTER RELATIONSHIPS WITH ALL STAKEHOLDERS THROUGH RESPECT AND FAIRNESS.

### INTEGRITY

OUR ACTIONS ARE GUIDED BY INTEGRITY, AS THE LONG TERM REWARDS ARE INCALCULABLE.

### HUMILITY

WE ARE OUR OWN TOUGHEST CRITIC AND STRIVE TO IMPROVE IN EVERY THING THAT WE DO.

### COMMUNITY

WE WILL BE GOOD CORPORATE CITIZENS AND GIVE BACK TO THE COMMUNITIES IN WHICH WE WORK AND LIVE.



## What Can AirSprint Do For You?

### WHO WE ARE

AirSprint is Canada's premier leader in fractional aircraft ownership and private aviation. Our primary areas of operation include Canada, the United States, Mexico, and the Caribbean. We are a customer service company that uses business aircraft to meet the travel needs of our extraordinary client base. Our mission is to accomplish these needs with an unparalleled level of customer service and attention to detail.

While accomplishing our mission, we also like to think of AirSprint as an exciting place to build rewarding and satisfying long term careers. We strive to provide exciting opportunities and benefits for those looking to become part of the AirSprint family.

Being a fractional operator our clients are not just chartering an airplane, but actually own a piece of their aircraft. Our unique business structure allows the client to have access to an entire fleet of airplanes, not just the one they purchased, all while having AirSprint coordinate the activities that come along with owning a flight department. The AirSprint business model makes for a very stable, strong, and efficient operation with a high level of job security. Since the company made it's entrance into the Canadian aviation market in 2000 we have seen a long continuous stretch of prosperity and growth. AirSprint has a bright future ahead and as we continue to grow and expand we will be looking for exceptional people to join our team, so come see what AirSprint can do for you.

### WHY WORK FOR AIRSPRINT?

AirSprint offers a rare and specialized working experience for our Business Development team-members. As a successful member of the team, you will be regularly interacting with some of the most successful Canadians in history. Our unique business model allows these unique individuals and their companies to access the distinct benefits and advantages that only fractional aviation can deliver. As a Director of Business Development with AirSprint, you will use your deep knowledge of AirSprint's offerings and your professional sales and marketing skills to act as both an ambassador for AirSprint, and a business facilitator between the company and the client.

For a Director of Business Development, a typical work day is busy, but fruitful. You will be meeting with new prospective clients and helping them understand the benefits of fractional aviation, conducting research to identify new business opportunities, maintain regular contact with existing clients in the region, and representing AirSprint throughout the business community by attending, sponsoring and hosting various events.

We do our best to make AirSprint the very best Private Aviation option to be employed with. No one is a number at AirSprint and everyone has a right to be heard and help shape the future of the company, its operations, and the excellence we strive to achieve every day. Take a look and see if AirSprint is the company for you.





## AIRCRAFT FLEET

AirSprint currently operates Cessna Citation Excel I XLS and Cessna Citation CJ2+ aircraft to fulfil our fractional flying needs. Our modern aircraft fleet is maintained to an exceptionally high standard by our in house maintenance departments in Calgary and Toronto. We take pride in our Aircraft and maintain a strict standardization between the airplanes in the fleet. All the aircraft interiors match and are of the same high standard. The commissary is always fully stocked and in a standardized location. Our goal is to have our clients feel at home no matter which aircraft they step onboard.



Citation Excel / XLS



- 9 Passengers
- 45,000 ft Service Ceiling
- Auxiliary Power Unit
- Primus 1000 Avionics
- Stand-up Cabin



Citation CJ2+



- 7 Passengers
- 45,000 ft Service Ceiling
- Pro Line 21 Avionics
- XM Weather
- WIFI

Both the Excel/XLS and the CJ2+ are great airplanes to fly. Modern avionics make for a comfortable workload and ease of operation for our pilots. A 45,000 foot service ceiling allows us to get up and over the majority of the weather and traffic which opens up more direct routes and less deviating. The larger Excel/XLS has the benefits of a stand-up Cabin, Auxiliary Power Unit and the Primus 1000 avionics package, while the CJ2+ boasts full FADEC engines, WIFI, and the sophisticated Collins Pro Line 21 avionics.



## WAGES AND BENEFITS

### Pay Scale:

The successful applicant will have significant experience doing business very successful, high net worth Canadians. Therefore, the Director of Business Development compensation structure takes this into account, and offers significant reward for significant performance. The successful candidate can expect an annual base salary of \$100,000.00, and tiered commissions on the sales of fractional shares that improve with performance. The expectations of this role are very high, but for the right person, the reward is more than worth the effort.

### Healthcare Benefits:

AirSprint has Blue Cross medical, dental, vision and travel coverage for all of our pilots. For the first 5 years of employment the company will pay 50% for most of your premiums, after 5 years the company will cover 100% for most of your premiums. Our program also covers short & long term disability and life insurance valued at up to 2 years' worth of salary.

### RRSP Plan:

AirSprint offers an RRSP contribution matching plan that may be enrolled in immediately upon hire. AirSprint will match dollar per dollar up to 5% of salary based on years of service.

### Vacation:

An AirSprint Director of Business Development receives 2 weeks of paid vacation per year for the first 3 years of employment, 3 weeks of paid vacation per year after 3 years of employment, and 4 weeks of paid vacation per year after 10 years of employment.

### Other Benefits:

AirSprint pays a monthly regional transportation allowance of \$750.00 towards the usual expenses of using your vehicle for work, taxis, and parking.

You will be provided with a company cellular phone, laptop computer/tablet.

### Friends and Family Benefits:

AirSprint's business model results in frequent repositioning flights. As a benefit to our staff we allow friends and family to travel on these repositioning flights under most conditions. There are many common destinations and we are happy to say our staff have been able to take advantage of some excellent travel opportunities at no charge.

| Total Fractional Shares Sold (Avg 1 yr Sales) | Total Commissions Earned |
|-----------------------------------------------|--------------------------|
| 1/8 (of 1 aircraft)                           | \$10,000.00              |
| 1/4                                           | \$30,000.00              |
| 3/8                                           | \$60,000.00              |
| 1/2                                           | \$100,000.00             |
| 5/8                                           | \$150,000.00             |
| 3/4                                           | \$180,000.00             |
| 7/8                                           | \$210,000.00             |
| 1                                             | \$240,000.00             |
| 1-1/8                                         | \$270,000.00             |
| 1-1/4                                         | \$300,000.00             |
| 1-3/8                                         | \$330,000.00             |
| 1-1/2                                         | \$360,000.00             |
| 1-5/8                                         | \$390,000.00             |
| 1-3/4                                         | \$420,000.00             |
| 1-7/8                                         | \$450,000.00             |
| 2 aircraft                                    | \$480,000.00             |





## WHO WE ARE LOOKING FOR

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AirSprint is not just looking for a salesperson to cover a territory. We are looking for a skilled and enthusiastic individual who will make us better while embracing our culture, company values, and work ethic.

We require members of our Business Development team to be skilled in sales, marketing, business operations, finance, and customer service as these drive our excellence and success.

We want mentors and leaders to help move AirSprint forward as we are always seeking ways to improve.

If this sounds like you we would be happy to speak with you about a Career at AirSprint.

## THE HIRING PROCESS

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### Application Process:

The first step to getting hired at AirSprint is forwarding your resume and cover letter to [salescareer@airsprint.com](mailto:salescareer@airsprint.com). We review all the resumes we receive and identify those that meet both our experience requirements and who we believe will most closely represent our company values and culture.

### The Interview:

After the potential candidate has been selected they will be contacted for interviews. Interviews will be done via phone and a face to face meeting.

### Offer of Employment:

If after the interview AirSprint decides you will make a good fit we will send you an offer of employment followed by a contract of employment.

If the Offer of Employment is accepted and returned along with the Contract of Employment, then we will consider you to be hired and we will start organizing the training process.

Submit your application to [salescareer@airsprint.com](mailto:salescareer@airsprint.com)

## REQUIRED SKILLS & EXPERIENCE

Bachelor's degree in business, marketing, or related field preferred (MBA preferred).

5 years sales/marketing experience with specific experience working with High-Net-Worth-Individuals.

Aviation experience preferred, but not required.

Successful track record of strategically building and growing sales, including success at closing sales at the C-level or with large corporations.

Ability to work independently, with little oversight.

Willing to travel; mainly within the Southern Ontario Region, with occasional Canadian and North American travel. (Valid passport required.)

Experience developing sales and marketing plans and budgets.

Very strong written and verbal communication skills (English required, French is an asset).

Computer literacy with MS Office experience.

Salesforce.com experience preferred

Strong Leadership ability