



**boarding
&
take-off**

the hustle

Hustle suggests con. In the *RSL* hustle there is no con involved we just like the word 'hustle'. Ten minutes before take-off two cabin crew members - zapped up on hi-energy drink - become *RSL* salespeople. Their mission to hustle the *RSL* product to potential *RSL* passengers.

RSL salespeople believe 100% in their product so, assuming they don't come across as jet paced idiots, they should be able to do some good touting.

Acknowledge your regular passengers and find out where they are at - is there any special events or gossip or birthdays happening? If so make a mental note.

At this time though focus your selling energies on potential passengers. Remember every first time flyer now is a potential regular in future.

Engage these potential passengers with a full-on charm

offensive and a personal invite to the coolest event in town. Face to face with lots of eye contact and irresistible enthusiasm you will be unstoppable. Plus as a kicker bonus enthusiasm is downright infectious.

Besides the body talk. Sell the concept (make them curious) sell the prizes (cash and alcohol) and sell the event.

Some people will still have perfectly legitimate objections. Fig 3.1 outlines typical protests and some *RSL* suggested responses.

Fig 3.1		typical protests	
protest		response	
'I really hate pub quizzes'	-	'so do we'	
'I'm too stupid'	-	'you can check your brain in at the door sir'	
'I want to drink'	-	'the airplane has bar facilities'	
'I like pub quizzes and you make a mockery of them'	-	'you're absolutely right madam and this flight is probably not for you'	

Before moving on inform your potential passengers that there will be an announcement shortly when the flight is boarding.

flight announcement

When the *RSL* flight announcement is made - it's make your mind up time for potential passengers and get in line time for regulars.

One of the cabin crew makes a final call through the PA - or talking loudly - for all passengers flying *RSL* tonight. This last pitch will reinforce the personal hustle and inform everybody that boarding is imminent.

Then as if by magic a long queue of bright eyed and expectant people forms at the check-in desk.

tickets & boarding

At check-in passengers buy a ticket from the *RSL* cabin crew for their flight then board the plane. In buying a ticket passengers have a stake in making *RSL* work for them.

Two members of the cabin crew are required for check-in. One to take money and make change, so a float is useful. One to issue tickets. A good way to ticket passengers is to apply a

swift rubber ink stamp to the hand. *RSL* have found the most effective stamp shape is a star or Elvis shaped stamp while the most effective ink color is something luminous in pink or yellow.

Ticket fares make up the performance-related part of cabin crew wages. Everybody benefits if the airplane is full and the cabin crew, in particular, deserve more wages on busier flights.

Good first impressions last and the cabin crew welcoming party at the door to the aircraft have the responsibility to both collect fares and radiate *RSL* corporate niceness from the outset. Cabin crew should always greet passengers with a warm smile and a sincere 'how are you this evening?'

RSL guarantees that a genuine smile will come right back at you in spades. Smiles not only make the cabin crew look good and feel good; smiles also make the passengers feel good and when they smile back, hey, they look good too.

Passengers are VIP guests and every passenger is entitled to VIP greetings. Cabin crew on duty for the same flights each week will soon start to recognise regular flyers and should make a special effort to greet those passengers by their first name. Remember the names of your passengers and they will love you for it.

Fig 3.2

tips to remember names

1. repeat name when conversating
2. connect name with features e.g. green hair
3. connect name with look-i-likey celebrity
4. associate name with boyfriend/girlfriend
5. associate name with team

While the boarding process continues the third cabin crew member will be looking after and charming those passengers that have already boarded. Making small talk and smiling perhaps helping to find friends or additional seating. If time allows this person should also fix up drinks for the rest of the cabin crew.

welcome aboard

Once most people are safely

seated and settled the cued-up *RSL* theme music kicks into life. This hook-laden little number gives both passengers and cabin crew that special pre travel buzz.

As the airplane taxis toward the runway and the theme tune continues to play, one of the cabin crew - through the PA - welcomes everyone aboard, introduces the cabin crew, imparts important flight protocol and thanks everyone for choosing to fly *RSL*.

A second cabin crew member is personally greeting the passengers, ensuring they observe flight protocol and distributing blank answer sheets for the tabloid round, personalities sheets and if required pens.

And, even as the 'plane taxis, the third cabin crew member is at check-in processing late arrivals most likely from connecting flights.

Flight protocol is dead straight forward. Every passenger plays on a team. There can be no more than five players on a team but

passengers who are travelling alone can, if they wish, play as a one-player team.

Players are also asked to dream up an imaginative name for their team. Some random team names from previous flights are listed in Fig 3.3.

Fig 3.3

random teamnames

copahula - spank my ketchup - mike hunt takes five
a bad ballerina blames her pants - dumb & dumber
www.hamster.ducttape.com - magnificent seven
frivolous sparkly dresses - you love it you slaags
man! I feel like a ladyboy - kathleen turner overdrive
manfat - we always finish last - die laughing
england O scotland - dogmatrix - viagra cocktail

Passengers are now furnished with documentation, the *RSL* theme is fading and air traffic control have given clearance for take-off.

The airplane is at the start of the runway. The cabin crew take an extra deep breath. Suddenly the jet engines go supersonic, the thrust grows and grows until the 'plane can no longer remain on the ground. And then - bang to schedule - the *RSL* airplane takes off.