

# ASA Dealer Bulletin

May 3, 2010

## Shelf Talkers

### Helping Customers Make Informed Buying Decisions

ASA Shelf Talkers “speak” to customers, providing that something extra to help consumers make an informed purchase. In this day and age of plentiful information it’s amazing how little is available where it’s needed most—at the point of purchase. Customers appreciate succinct information that’s easily accessible and pertinent. Shelf Talkers fit the bill perfectly and also draw positive attention to the items aviators are looking for. Similar to what you often find at book stores and in wine shop aisles, these 3-1/2" x 4-1/4" cards are laminated and printed on durable card stock to resist wear.

Look for new ready-made Shelf Talkers for *The Student Pilot’s Flight Manual* to arrive soon. Then affix or display them as applicable. They’re a great way to help with the buying decision and close the sale!

### The Student Pilot’s Flight Manual

Now in its 10th Edition, this aviation classic from legendary flight instructor William Kershner remains the best resource for aspiring Private and Sport Pilots. It provides the essential material to master the day-to-day operation of flying an airplane as an all-in-one ground school textbook, maneuvers manual, and syllabus.

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