

COMMERCE

## XOJet boosts company growth with broker network training program

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By TRICIA CARR

Private jet company XOJet plans to bolster its broker network by offering new technology training to select members with the goal of enhancing the brand's marketing efforts to affluent consumers at all points of sale.

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**Luxury Daily**

XOJet will group select brokers into its new Platinum Partner Network to receive tailored training, sales tools, marketing support programs and access to quoting and reservation systems, which will enable brokers to book all of the company's travel options. This exclusive broker network installation comes during a prominent growth period for the brand of more than 30 percent annually since 2010.

"As with most XOJet innovations, the origin of the Platinum Partner Network was based upon client feedback," said Stephen Lambright, senior vice president of marketing and business development at XOJet, Brisbane, CA.

"We wanted to simplify the process for clients and put more focus on the quality of the relationship they have with their service provider or advisor," he said.

"We have created a unique and compelling platform for private jet travel available in the United States and needed to find a way to align all of the elements of the service offering

to resolve conflicts and have everyone working in the best interest of the client."

## Taking flight

XOJet enacted its Platinum Partner Network this week with New York-based Apollo Jets as the program's anchor.

The Platinum Partner Network will fine-tune the Apollo Jets' offerings to high-end clientele by administering technology training to select XOJet brokers.

These brokers will then be able to act as resellers for XOJet's flight programs that include fixed-price charter rates program Preferred Access, guaranteed-access program Coast2Coast and XOJet's membership program, Elite Access.

The Platinum Partner Network is looking to redefine the relationship between private jet operators and brokers, claims the brand.

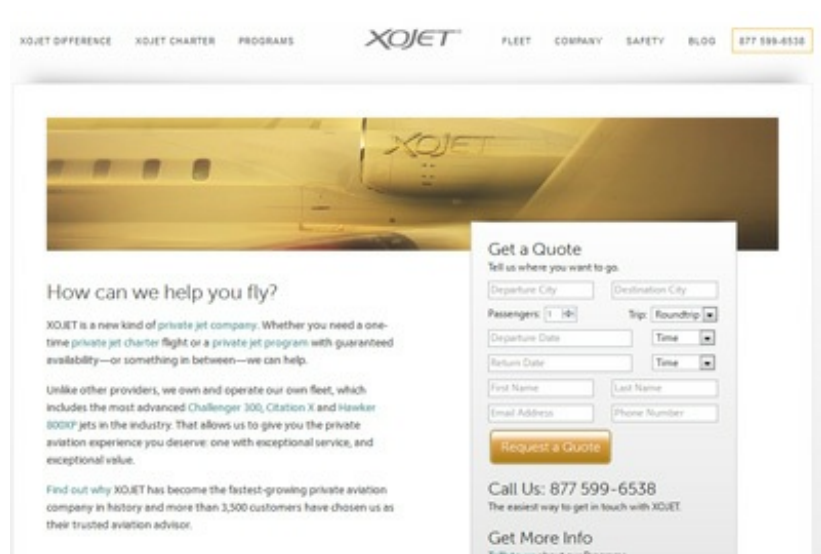
XOJet hopes to strengthen its relationship with its broker partners by creating an opportunity for only a select group to be immersed in the brand's marketing and sales tools, claims the brand.

The extensive training in XOJet's marketing systems and reservation tools will ensure that consumers receive seamless service from the company and its XOJet Platinum Partner Network in the areas of service, availability and pricing.

Up until now, XOJet's broker partners have been reselling the company's on-demand and fixed-price charter services on a per-trip basis.

"Brand value among luxury consumers goes well beyond the product," said Taylor Rains, account coordinator at [Rawle Murdy Associates Inc.](#), Charleston, SC. "The shopping experience plays an equally significant role in brand development.

"By offering a customizable and comprehensive shopping experience, XOJet demonstrates a commitment to its consumer base," he said.



The image shows a screenshot of the XOJet website. At the top, there is a navigation bar with links for 'XOJET DIFFERENCE', 'XOJET CHARTER', 'PROGRAMS', the 'XOJET' logo, 'FLEET', 'COMPANY', 'SAFETY', 'BLOG', and a phone number '877 599-6538'. Below the navigation bar is a large banner image of a private jet with 'XOJET' written on its side. The main content area is divided into two columns. The left column has the heading 'How can we help you fly?' followed by a paragraph: 'XOJET is a new kind of private jet company. Whether you need a one-time private jet charter flight or a private jet program with guaranteed availability—or something in between—we can help.' Below this is another paragraph: 'Unlike other providers, we own and operate our own fleet, which includes the most advanced Challenger 300, Citation X and Hawker 800XP jets in the industry. That allows us to give you the private aviation experience you deserve: one with exceptional service, and exceptional value.' At the bottom of the left column is a small paragraph: 'Find out why XOJET has become the fastest-growing private aviation company in history and more than 3,500 customers have chosen us as their trusted aviation advisor.' The right column features a 'Get a Quote' form with the sub-heading 'Tell us where you want to go.' The form includes input fields for 'Departure City' and 'Destination City', a 'Passengers' dropdown menu, a 'Trip' dropdown menu with 'Roundtrip' selected, 'Departure Date' and 'Return Date' fields, and 'Time' dropdown menus for both dates. Below the date fields are 'First Name' and 'Last Name' input fields, and 'Email Address' and 'Phone Number' input fields. A prominent orange 'Request a Quote' button is located below the form. At the bottom of the right column, it says 'Call Us: 877 599-6538' and 'The easiest way to get in touch with XOJET.' Below that is a 'Get More Info' link with the text 'Talk to us about our Programs.'

## XOJet Web site

Narrow the playing field

XOJet selected New York-based Apollo Jets to anchor the Platinum Partner Network, which may be a step to reach more consumers in the largest market in the U.S.

The brand has worked with Apollo in the past as a service broker.

XOJet could be enacting this unique broker program to bolster its services in a tight-knit industry.

In addition to its new internal marketing program, the brand kicked off its Elite Access program this year that guarantees luxury consumers access to a private jet with 12 hours' notice as an alternative to fractional jet ownership.

The program was put in place to fill a void in offerings of private jet packages to luxury consumers, claims the brand ([see story](#)).

Meanwhile, competing private aviation provider NetJets Inc. planned a joint venture called NetJets China Business Aviation Ltd. to expand its services to the Chinese luxury market ([see story](#)).

“While a [broker network] program like this may not be necessary to stand out in the current market, it certainly helps,” Mr. Rains said.

“The program is all about enhancing relationships and, in the long run, those relationships become a brand’s most effective way to stand out from the competition,” he said.

Final Take

*Tricia Carr, editorial assistant on Luxury Daily, New York*