

Developing Relationships with General and Corporate Aviation Tenants

WRAPm 2022

**Presenters &
Acknowledgements**

Today's Panel:

Anne Baldwin, San Diego County

Phil Bevan, Salt Lake City

Primary Sources:

National Air Transportation Association

“The Voice of Aviation Business”

“Players for the Same Team”

**NBAA-BACE: Engagement Key to
Fostering Positive Airport-Tenant
Relationships**

**Forbes Business Council, “How To Build
Authentic Business Relationships”**



If you have seen one
airport....



A photograph of a roller coaster track silhouetted against a cloudy sky at sunset or sunrise. The track is dark and intricate, with several loops and drops. The sky is a mix of dark and light tones, suggesting the time is either early morning or late evening. The overall mood is dramatic and somewhat somber.

The Airport-Tenant Relationship

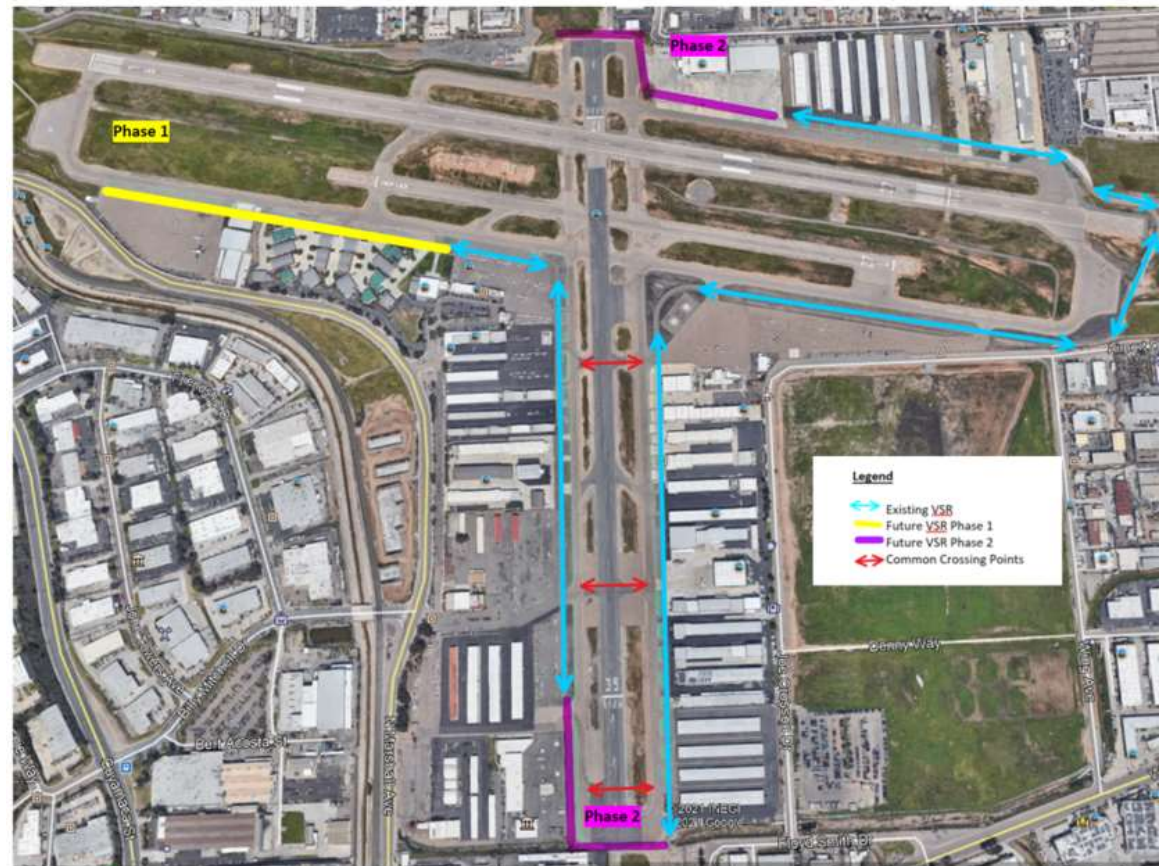


| What sparks some of the problems that occur?

Case Study 1 – Done Wrong

- Project meetings with KEY Stakeholders but NOT all stakeholders
- Public Advisory Group meetings but NOT specific tenants meeting
- Received and acted on input, but did not adequately communicate the results of that input

Vehicle Service Road (VSR)



Case Study 2 – Done Right



Driver's Training
Program



Administrative
Citations Program

Key
Communication
- Minimum
Standards

**POLICIES
AND
PROCEDURES**

FOR FIXED BASE OPERATORS, LESSEES, LICENSEES, TENANTS,
PERMIT HOLDERS, USERS AND VISITORS

**RULES
AND REGULATIONS**

FOR FIXED BASED OPERATORS, LESSEES, LICENSEES, TENANTS,
PERMIT HOLDERS, USERS, AND VISITORS

**MINIMUM
STANDARDS**

FOR COMMERCIAL AND AERONAUTICAL ACTIVITY AND SERVICE PROVIDERS

Keys to Success

How To Build Authentic Business Relationships





Identify How You Can Provide Additional Value

Find common ground and identify how you can add value with your time, resources, connections or expertise. Along with establishing a cadence of check-ins to connect (like setting reminders), these are all important to building authentic relationships.

It is impossible to have weekly or monthly conversations with all your tenants, but you should try to check in regularly. Express your interest in their business, ask about their issues, and let them know that you are here to help. If you want to keep the relationship strong, make this outreach routine.


Have Excellent Customer Service

Customer service is the No. 1 free strategy for growth and relationship building. Work on perfecting every interaction or moment of truth with your tenants to leave them as raving fans about your airport.





Partner With Your Tenant Businesses



Honor your tenants and show them your appreciation—don't just speak the words. Add value by making them see how much you care. Support and connect with your airport businesses and promote communication and support between those businesses.

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Focus On Mutual Success

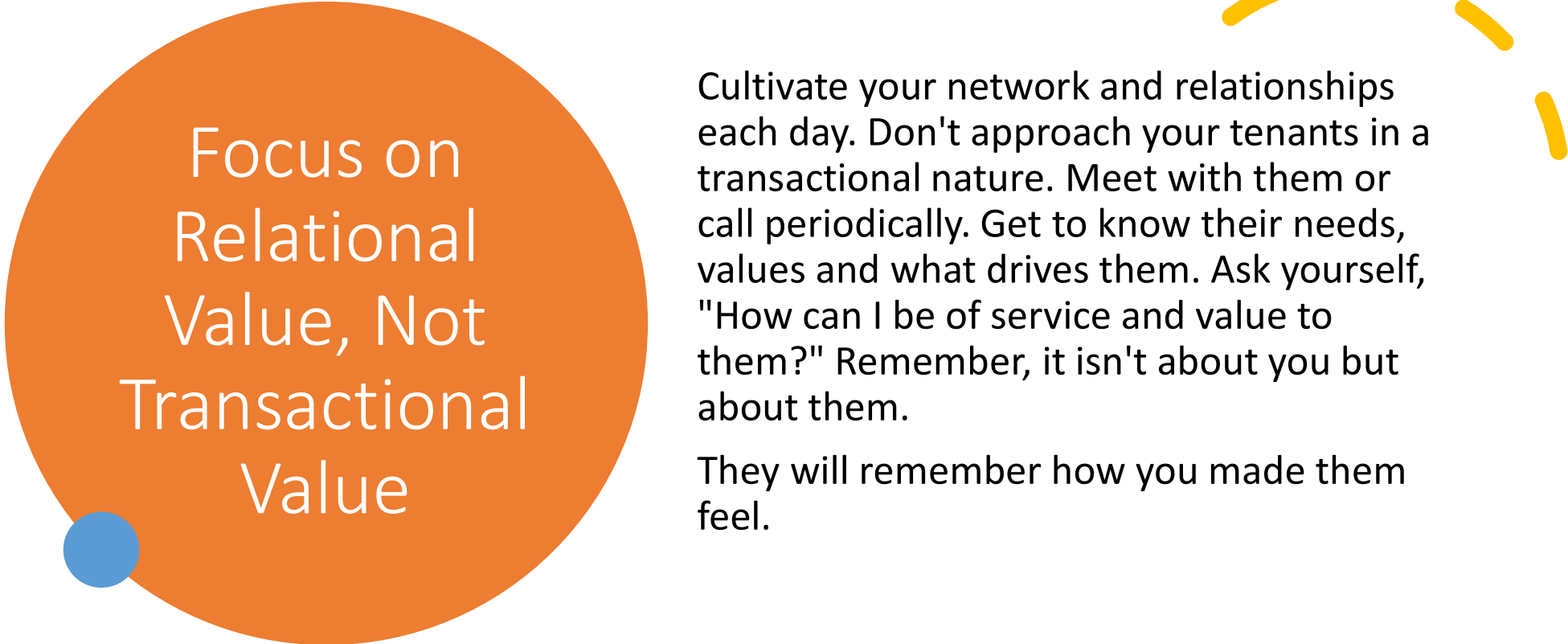
Focus on the success of others and be honest. No one wants to work with someone who is in it for themselves. The best business relationships we have happened when we focused on mutual success and trust. We know that when times get tough, we'll be in it together.



Build Trust and Establish Credibility

The key to relationship building is trust and credibility. Authenticity is a given. At your airport, you should treat every single tenant and their projects like your own. Be committed to their success and walk the talk.

If you meet a tenant or organization that might benefit from another connection, make an introduction. That's good old-fashioned networking. What goes around, comes around.



Focus on
Relational
Value, Not
Transactional
Value

Cultivate your network and relationships each day. Don't approach your tenants in a transactional nature. Meet with them or call periodically. Get to know their needs, values and what drives them. Ask yourself, "How can I be of service and value to them?" Remember, it isn't about you but about them.

They will remember how you made them feel.

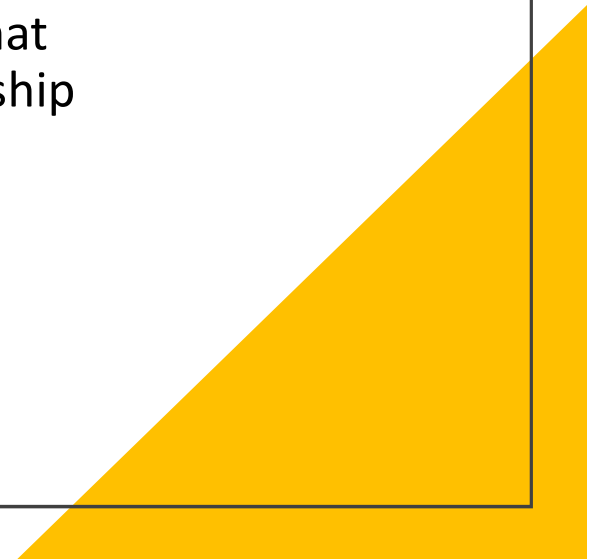
A blue speech bubble graphic with a white border and a drop shadow, containing the text 'Treat Your Tenants Like Friends and Family'.

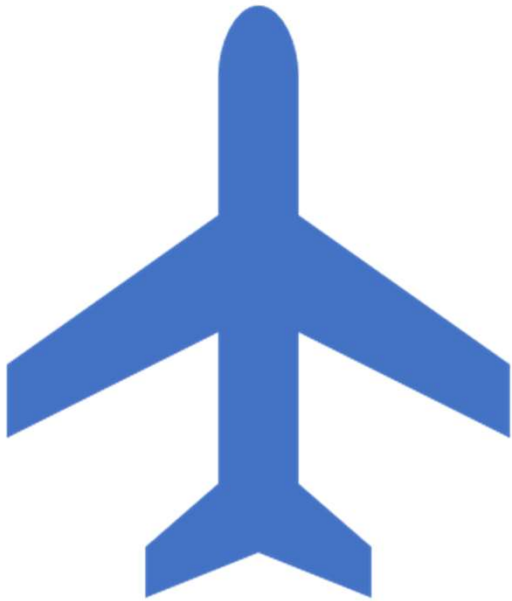
Treat Your Tenants Like Friends and Family

People work better with people they like. Treat your corporate and general aviation tenants like you would treat your friends and family. Be yourself, be vulnerable, and show a personal interest in them and their business, in addition to the business value that you already offer.

Try to Put Your Tenants First

Try to put your tenants first even if it costs you to do so in the short run. In the long run, your tenants will remember what you did, and you putting them first will pay off in relationship value over the long term.





Offer Help Before You Ask for Help


Building relationships with your aviation tenants doesn't mean reaching out only when you need something. If the only time you ever contact a tenant is when you have an issue to address, your gesture won't seem authentic.

Spend time figuring out how you can help your on-airport businesses. What value or ideas can you offer to spark the conversation?

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And Finally...Ask for Feedback

Instead of assuming your corporate and general aviation tenants are happy, ask! Open communication is a basic component of any relationship. When you ask your tenants how they feel, and whether they believe you are communicating effectively and honestly, you promote a two-way conversation that can uncover areas for improvement.

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