

## Helicopter Charter Hits Home Run with Clients

By Kerry Nenn

When Brian Mazzocchi of Sloan Valve Company wanted to make a lasting impression with his clients, he turned to Chicago Helicopter Experience – and knocked his business relations out of the park with a helicopter ride to see the Cubs in action.

“We had customers in town,” Mazzocchi explains, “who live in Rockford. Their plan was to go to the Cubs game, stay the night, then head back to Rockford after breakfast together the next morning. **Well, there’s no good way to get from Rockford to Wrigley, and we were debating how to get downtown. They thought I was joking when I offered to arrange a helicopter ride.**”

Mazzocchi adds, “It turned out fantastic. They were over the moon about it – and are still talking about it.”



### Skippping Traffic to Make the First Pitch

The group met in Oakbrook for pick-up from the Hilton helipad and drop-off at the downtown heliport. Mazzocchi recalls, “We literally followed the Eisenhower to the heliport. We could see the traffic below – it was bumper to bumper. It would have taken us two hours to get there. The helicopter ride was perfect.”



A private car was waiting at the helipad to transport Mazzocchi and his clients to the game. He reports, “We got there early and went to The Cubby Bear for drinks, then walked over to the stadium. After the game, the limo brought us back to the helipad, where we were transported back to Oakbrook.”

Mazzocchi is happy he chartered with Chicago Helicopter Experience. He notes, “It was a great day, and I’d consider doing it again – maybe even do it every year. **This experience was great because my customers loved it, and they know it’s not something others would do for them.**”

### Boosting Business with “Wow” Factor

Mazzocchi is a salesman for Sloan Valve, a commercial plumbing supply company. This family-owned business manufactures plumbing supplies for hospitals, airports, hotels and more. “We do a lot of business at Wrigley field,” explains Mazzocchi. Visitors to the stadium will find Sloan products in all the restrooms. Mazzocchi’s helicopter-riding customers were two plumbing contractors and one plumbing wholesaler. The wholesaler was a new client - a large distributor who represents their biggest customer in Chicago.

Mazzocchi notes, “This was the first time I chartered a helicopter with customers, and it absolutely improved our relations with them.” Grand slam for Sloan!