

The 1% Problem: Why Charter Quoting Is Broken — And What It's Costing Operators

By Jean-Sebastien de Looz, Chief Operating Officer, Global SaaS, MySky

After fifteen years in business aviation — first in the cockpit, then selling Falcons at Dassault, then scaling Victor across North America, and now leading global operations at MySky — I keep coming back to a number that stops people cold: in private jet charter, **fewer than 1% of incoming requests convert to a confirmed booking.**

That's not a sales problem. That's a marketplace and quoting problem.

<1%

INDUSTRY AVG CONVERSION RATE

96%+

QUOTING ACCURACY

<5 sec

TO GENERATE A CLIENT-READY QUOTE

"The price your sales team sends out is not a guess — it is a forecast built from the same data your CFO and accounting team will be reconciling three months from now."

— JEAN-SEBASTIEN DE LOOZ, COO, MYSKY

— THE PROBLEM

Quoting on guesswork, at the speed of hope.

Every charter sales desk runs the same play. A request lands in the inbox. Someone opens their scheduler, a Word document, and a spreadsheet — pulls a fuel price from FuelerLinx, guesses at handling and parking at an FBO they've never used, and sends a number out the door, hoping it lands between 'competitive' and 'covers the trip.'

Multiply that by hundreds of requests per day, and the math gets ugly fast:

- × Too slow to compete
- × Too high to win
- × Too low to be worth flying
- × Never getting to all serviceable RFQs

— THE SOLUTION

Predictive pricing, built from real operational data and your conditional logic.

MySky Quote produces a fully costed, client-ready charter quote in under five seconds, with better than 96% accuracy across every operating component a flight generates — fuel uplift, ATC fees, ground handling, parking, crew positioning, catering, and the line items that quietly eat margin.

Trained on millions of real transactions. Featuring the industry's most advanced conditional pricing engine.

- ✓ Fuel, ATC, handling, parking, crew, catering
- ✓ Conditional regional pricing by aircraft movement
- ✓ Instant Avinode and Tuvoli response times
- ✓ Fully automated, entirely conditional

01

SPEED

Outquote the competition — in speed and in volume.

With auto-quoting, a request can be answered before a competitor has finished reading it. Response time is revenue. Our Avinode and Tuvoli times are instantaneous — fast, accurate, and entirely conditional. And the volume is real: MySky Quote can service thousands of RFQs per day, ensuring no serviceable request goes unanswered.

02

PROFITABILITY

Quote with a forward P&L attached.

Every quote shows the margin you are actually capturing — not what you hoped for when invoices catch up later. Whether you price at X with costs Y to protect Z, or balance owner economics with charter revenue as a management company, MySky Quote models the full P&L. That forward visibility is unique — and fully adaptable to how your business is structured.

03

SCALE

Grow without growing headcount.

The pricing intelligence that used to belong only to the largest fleets now sits on the desk of a five-aircraft operator in Geneva, Teterboro, Dubai, or São Paulo — standalone or fully integrated with your scheduling platform.

"Let the automation do the grunt work, and let the humans do what we do best: cultivate, develop, close business, and deliver outstanding service."

— JEAN-SEBASTIEN DE LOOZ, COO, MYSKY

What automation doesn't replace.

Automation does not replace charter sales teams. Relationships will always be the cornerstone of this business. The negotiation, the 11 p.m. phone call to reposition a tail for a returning client — that is, and will remain, human. But the part machines do better than we ever will — pricing thousands of variables in seconds against real operational data — should not still be done in a scheduling system or spreadsheet in 2026.

The operators who win the next decade.

The operators who win the next decade of private aviation will not be the ones with the most aircraft. They will be the ones who can deploy technology and people most efficiently — pricing, responding, and protecting margin faster than anyone else. Speed compounds. Accuracy compounds. A 1% lift in conversion on a desk handling 300 requests a day is not a feature — it is a different business.

That is the problem MySky Quote was built to solve. And it is the conversation I would happily have with any operator still wondering why their conversion rate is stuck below 2%.

ABOUT MYSKY

The Leading AI-Powered Platform for Business Aviation

MySky empowers operators, owners, and advisors with unmatched financial visibility and control — from budget optimisation and smart procurement to tax compliance and quoting. Built on real data. Backed by aviation expertise. Designed for results.

• **Real data.** Smart automation. Better decisions.

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