

# TEAMLINE – FROM RUSSIA WITH LOVE

The company dealing with staff recruiting for the business aviation has not yet celebrated its first birthday but at the moment it has really good work results. Ekaterina Degtyareva, the General Director of the company, tells us about the team-work as well as the future plans.



**Q. Ekaterina, first of all, we would like to hear the story of how your company was founded.**

Let's start with the fact that I have worked as a stewardess in the business aviation for more than 7 years and I really enjoyed my work, loved visiting different countries, seeing various cultures and dealing with new people of such a high level. That's how I decided to introduce the company providing the services of the recruiting the highly experienced staff for this sphere of the business flights.

**Q. What personal qualities are necessary if a girl decides to become a stewardess?**

The most important qualities are quick response and stress resistance. The other things are quite ordinary, you should have good health, nice appearance, knowledge of the service manners, psy-

chological studies, knowledge of English.

**Q. Is English enough for your business?**

English is the minimum. In our team there are the girls who speak French, Spanish, Italian, Swedish, Norwegian and many other languages including the Eastern ones. Most of all our girls are the graduates from the linguistic and humanitarian faculties and universities, some of them even have the MBA degrees. The girls have much free time that's why they have a nice opportunity to study. Some of them have more than one diploma of the most famous universities of the country.

**Q. Is there any special technical training in your company?**

In Teamline we have a special club where we provide trainings on service studies, emergency situations courses, first aid trainings, etc. We often invite

special training teams to provide courses on the basic knowledge of psychology, rhetoric, image-making, visage, etiquette, sommelier-studies, the basic knowledge of the high-level cuisine, etc. At the same time we have trainings on the differences between the cultural attitudes and norms of behavior of different types of people and nations.

**Q. What are the differences between the stewardesses working in the economy and the business class and the girls flying on the business jets?**

The service on board of the business jets is extremely individual. It differs greatly from the service provided on the regular flights. We choose the people with the experience of working in the first class. Having such an experience it is much quicker and easier to study how to fly on the business jets. The peculiarity of our work is that our girls should be an

amicable hostess, a servant, a chef, a jet's manager and a client's help on board at one and the same time. She knows how to make and provide all the necessary things which may be in need during the flight starting from napkins from the supermarket to the warm Hermes blanket. She keeps the salon tidy and clean, sometimes she really cleans it herself, so that no one except for the crew can go inside the jet. Very often the salons of the business jets have the exclusive design. The clients may also have some luxury things that you should keep an eye on. The girl should be a good psychologist, she should see the type of the client, to feel his emotions and to foresee his willings without words. She should provide all the kinds of comfort possible for the clients' needs. If the client needs to fly to some destination in an hour, the girl should be able to provide everything needed, to find the food in the catering company, to

prepare the jet and to be ready to fly off at any time.

**Q. What are the other duties of the girls?**

The food is quite an important, hard and essential part of our work. It is not so easy to find the proper food in different places all over the world. Our clients often fly to distant far places as their business deals with oil, gas, etc. Very often in the place where they are going to there is only one flying railway not even speaking about the catering company. Then we have to find some local restaurant with tasty food, to try this food ourselves before taking it onboard, pack it, control both the quality and the freshness of the food. Sometimes we even have to buy the food at some local markets and to cook it ourselves. We are able to rent a car, a yacht, a helicopter or other airplanes, to order a transfer, a villa or

a hotel accommodation, to do the shopping assistance.

**Q. What can you say about the European market of such services as well as the Russian one?**

As for the competitors, there are some stewardess' training centers in Russia but they are focused mostly on the civil flights with some theory courses on the VIP clients. No one except us is able to train the girls on the real jet. We all understand that is not safe to hire a girl who has never seen the jet with her own eyes but only on a picture. We deal with both serious people and equipment. That is why our girls do the trainee flights with a coach stewardess. This is the only way to see everything, get the experience and start working with the real clients.

**Q. Are there any European companies like yours?**

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# Service



## Yevgenya Ostrovskaya, instructor

There are good professional training centers in Europe which I should recommend for every stewardess to attend at least once a year. They have mature practical courses on the Emergency and First Aid assistance. But I have never heard of a company providing the full service of the staff training.

### Q. What are your market advantages?

My psychology team and I do a very strict selection of people.

Firstly, if you want to enter our company you should pass a 3-levels testing. I pay big attention to the personal qualities of the candidates.

Secondly, during all the necessary further trainings we may also expell the

candidates. If we see the girl is not 100% what we need we say goodbye to her.

Thirdly, the remaining candidate goes to the trainee flight under the strict supervision of the coach stewardess who makes the decision.

I think such a complex selection and the possibility of the trainee flights are our main advantages among the competitors.

### Q. Who makes the final choice? Does the client choose the girls from the catalogue? What are your relations with the client?

I always meet the client first. It may be the owner of the jet himself, either his assistant or his staff manager. I find out the demands of the client, his personal character in case he is choosing a girl for himself. I try to recommend the maximum appropriate one. Mobile and stress resistant girls are very popular with the frequent commercial flights. The client has a right to meet the girl before taking her aboard. I would also recommend to make a test flight to find out if the girl and her skills is what the client really needs.

### Q. Do the Russian girls have some specific mentality comparing them to the European ones?

Our girls are more economic, attentive and sincere. The Russian soul is really unique, people all over the world love Russian women.

### Q. What are aims of the company?

As far as we have provided all the European jets with the highly trained professional girls we would like to send them also to the American, Asian and Middle Eastern companies. We would like our clients to appreciate our skills and feel happy while working with us.

### Q. And what about your team and partners?

This business made me friends with many nice people. I would like to say thank you to Michael Greidin – CEO of Vnukovo-1, Michael Titov – RusJet Director, Sergey Hramtsov and Eugene Pashkov – East Union company, Alexander Nobotov – Ekaterinburg Sky Jet Steward school Director. I would also appreciate the help of my psychology team - Michael Kamelev, Svetlana Kostina, Vladimir Kostromotsky and many others. I would say a big thank you to my friends – Dmitry Vasin who helped me in starting this business and working out its targets and frames, Vladimir Pomozev and his wife Julia Antropova who dealt with Jetexpo 2013, our style and website. Gennady Bobritsky is our main sponsor and we appreciate his help greatly.

Our hard work and team work make me feel happy. I have made not only a successful commercial project but a friendly team of professionals. Our clients see this and trust us. That is what we are working for. ▀