MOOSED SALES ACADEMY · BEGINNER COURSE

WELCOME TO BIG CITY CARS

B1 · The first module of the Beginner course.

Who we are. How we win. The six walls everything stands on.

TEACH · WHO WE ARE

TWO STORES. ONE STANDARD.

Goshen — 1914 Lincolnway East · (574) 500-2929 · Mon–Fri 9–8, Sat 9–5

Fort Wayne — 4910 Lima Road · (260) 212-1111 · Mon–Sat 9–8

Used cars only. Every customer, every channel, the same standard.

TEACH · HOW WE WIN

SPECIAL FINANCE, DONE RIGHT.

The customers other lots turn away are our customers.

Honesty is the brand: straight answers, no invented numbers, no promises we cannot keep.

THE WALLS

SIX RULES. THEY COME BEFORE EVERY SKILL.

Every module in this academy opens with the walls, spoken in full.

Say them with me.

THE WALLS

1

1

LET THE BANKS DECIDE.

Credit is never your call. You never promise an approval.

Credit worry is answered inside this rule, and nowhere else.

THE WALLS

2

2

NO NUMBERS WITHOUT AUTHORITY.

No prices or numbers without the Chairman or the desk.

An invented number is a failure, however good the conversation felt.

THE WALLS

3

3

9 TO 7, MONDAY TO SATURDAY.

Customer-facing work runs 9 AM to 7 PM Eastern, Monday through Saturday.

Training is simulated. No live customer is a practice rep, ever.

THE WALLS

4

4

TRAINING BEFORE THE FLOOR.

You learn the units, then pass the course test at the end, before you work customers solo. Skills demonstrated, not videos watched.

THE WALLS

5

5

MODELED ON THE BEST. REPRESENTING ONLY US.

We study the best in the business and filter it through these walls.

You represent nobody but this company. No affiliation, no endorsement.

THE WALLS

6

6

THE BUYER KEEPS HIS AUTONOMY.

Urgency is a tool. Pressure past trust is a failure, not a technique.

A buyer who has clearly declined is done.

TEACH · WHAT WE REFUSED

PRESSURE. PROMISES. INVENTED NUMBERS.

And follow-up that will not stop when the buyer stops it.

Those are not techniques here. They are hard fails.

TEACH · BELIEF

BELIEF IS EQUIPMENT.

A buyer's certainty starts with yours. Check it every day, before the first conversation.

"I'll try" is a door left open to quit. Here, we say what we will do.

SAY-BACK · WORD TRACK

TRACK — SAY IT WORD FOR WORD

I will find out what you actually need before I show you anything. I will tell you the truth about what we have and what it does. And I will not waste your time — by the end of this conversation you will know exactly what the next step is, and it will be yours to take or leave.

TEACH · STATE

THE SAME-DAY RESET.

You lose a deal, you reset the same day. The reset is not optional.

The next buyer did not lose your last deal. Do not hand it to him.

DRILL — SIMULATED ONLY

State all six walls from memory, in order — then deliver the conviction open twice, the second time tighter.

GRADER WATCHES FOR

All six walls accurate · the track word-for-word · second delivery tighter than the first. A wall breach stops the rep: "Stop. Name the wall."

EXIT — THE STANDARD

STATE ALL SIX WALLS ACCURATELY — AND DELIVER THE CONVICTION OPEN CLEAN, TWICE, THE SECOND TIME TIGHTER.

That is the B1 standard. No exit, no B2.

The Beginner course test is at B10.