MOOSED SALES ACADEMY · BEGINNER COURSE

THE USED-CAR BUYER

B2 · The second module of the Beginner course.

Why they buy. The shame they carry. Reading the person in front of you.

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

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 · CARNEGIE FIRST

CARNEGIE FIRST. BEFORE ANY CLOSING TECHNIQUE.

Don't criticize, condemn, or complain — the buyer's history is never a lecture topic.

Give honest, sincere appreciation. Specific and real — never flattery.

Talk in terms of what THEY want. Use their name. Listen more than you talk.

Let them feel important — sincerely. The banks made this buyer feel small. We do the opposite.

TEACH · THE READ

EMOTION DECIDES. LOGIC JUSTIFIES.

Security — "I can't be stranded again." · Pride — "I earned something decent."

Relief — "Just fix this problem." · Excitement — "I love this one."

Analytical wants facts in order · Impulsive is fast and feeling-driven · Cautious needs room and certainty.

A read = type + emotion + EVIDENCE. No evidence, no read — we never present against guesses.

TEACH · FINANCING HISTORY

READ THE FINANCING. RESPECT THE PERSON.

Prime bank last loan — one lane. Credit Acceptance — another. Thin file — almost no history at all.

It tells YOU where the deal likely has to be structured.

It never becomes a comment to the customer. You don't grade their past out loud.

SAY-BACK · WORD TRACK

TRACK — SAY IT WORD FOR WORD

He is analytical, impulsive, or cautious. What is deciding this is security, pride, relief, or excitement. The evidence is what he said or did. So I will slow down and give him facts in order, keep the pace up and not bury the moment in detail, or give him room and certainty, and not rush the close.

SAY-BACK · WORD TRACK

TRACK — SAY IT WORD FOR WORD

You're not the first person to sit in that chair with that worry — not even today. Here's what we do: we find out what you need, and we put your situation in front of the banks straight. They decide. We don't judge it.

DRILL — SIMULATED ONLY

Your partner plays three buyer cards — one analytical, one impulsive, one cautious, one of them carrying obvious credit shame. Greet, work the dignity protocol, and call the read in TRACK form between cards.

GRADER WATCHES FOR

Right evidence — a right type with wrong evidence fails the rep · any hint of judgment toward the credit-shame buyer stops the rep: "Stop. Name the wall." (Wall 6) · name used early and correctly.

EXIT — THE STANDARD

CALL THE READ — TYPE, EMOTION, EVIDENCE — AND DELIVER THE DIGNITY LINE WORD FOR WORD.

That is the B2 standard. No exit, no B3.

The Beginner course test is at B10.