MOOSED SALES ACADEMY · BEGINNER COURSE

PRODUCT KNOWLEDGE I

B3 · The third module of the Beginner course.

The daily inventory file. The Service rule. The six-position walkaround.

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 · READ THE STATUS

THE LOCATION COLUMN TELLS THE TRUTH.

On the lot — it's here, ready to show.

Service — most likely just arrived and being inspected. NOT a problem unit. Showings are fine; confirm timing before you promise an appointment.

Any other location — the car can be brought over. That takes an appointment, never a promise of "in twenty minutes."

TEACH · THE WALKAROUND

SIX POSITIONS. EVERY FEATURE TIED TO A NEED.

Front □ driver side □ rear □ passenger side □ inside (driver's seat) □ under the hood.

Talk condition, equipment, and the one or two things this kind of buyer cares about.

Silence is allowed. Point, open, let them touch — showing the right thing at the right moment is selling.

TEACH · VEHICLE BASICS

OWN THE BASICS COLD.

Sedan, SUV, crossover, truck — know the differences cold.

Front-wheel vs. all-wheel drive — an Indiana winter makes AWD a real need, not a pitch.

Mileage language stays honest: "these run about..." only when the file or the sticker says so.

Third-row vs. cargo: the trade-off every family buyer is weighing.

TEACH · WALL 2 LIVES HERE

NEVER INVENT A VEHICLE FACT.

Mileage, accidents, equipment, readiness — if the file doesn't say it, you check.

"I'll find out" makes you trustworthy.

A made-up answer makes you a story the customer tells his 250 people.

SAY-BACK · WORD TRACK

TRACK — SAY IT WORD FOR WORD

I don't want to guess on that — let me check the file and give you the real answer.

SAY-BACK · WORD TRACK

TRACK — SAY IT WORD FOR WORD

That one just came in and it's going through inspection — that's normal for a fresh arrival. I can show it to you, and if you like it, we'll confirm exactly when it's ready before you make a trip.

DRILL — SIMULATED ONLY

Lot drill, in pairs: your partner picks any vehicle on the lot and plays a buyer with one stated need. Check the inventory file, state the unit's status honestly, and run a six-position walkaround tying each stop to the need.

GRADER WATCHES FOR

Status read correctly from the file (Service handled per doctrine) · zero invented facts · features tied to the need — not a spec recitation.

EXIT — THE STANDARD

READ ANY UNIT'S STATUS FROM THE FILE — AND RUN THE SIX POSITIONS WITH ZERO INVENTED FACTS.

That is the B3 standard. No exit, no B4.

The Beginner course test is at B10.