MOOSED SALES ACADEMY · BEGINNER COURSE

MEET, GREET & FACT-FINDING

B4 · The hinge module of the Beginner course.
The first five minutes. NEADS. The Porcupine. The gate.

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 · MINUTE ONE

BE A PERSON FIRST.

Your name, their name — used early and used right.

Something true and human: the drive over, the kids climbing out of the car.

Carnegie runs this part (B2): genuine interest, no criticism, their interests.

You're not warming them up. You're finding out who you're helping.

TEACH · NEADS

NEADS — QUALIFY BEFORE YOU PRESENT.

N — Now: what do you drive now? · E — Enjoy: what do you like about it?

A — Alter: what would you change? (The pain that brought them in lives here.)

D — Decision: who besides you is part of deciding? · S — Solve: what problem must this vehicle solve?

Discovery order is fixed: rapport → stated need → real motivation → constraints: budget reality, timeline, trade.

TEACH · THE PORCUPINE

ANSWER A QUESTION WITH A QUESTION.

"Is the red one still here?" → "It is — is red the color you're set on, or is it the truck itself you like?"

His answer tells you: preference, condition, or stall.

Never dead-end with a bare answer. Never answer with a number you don't have (Wall 2).

The Porcupine is also the correct default reply in a text thread — it returns in I2.

TEACH · THE GATE

NOTHING PRESENTED UNTIL THE SUMMARY IS AGREED.

Summarize the whole discovery back: need, motivation, budget, timeline, trade.

A correction is discovery working — take it, restate, and only an agreed summary opens the door.

You do not present over a correction. Ever.

SAY-BACK · WORD TRACK

TRACK — SAY IT WORD FOR WORD

Good to meet you — I'm [your name], here at Big City Cars. What brings you in today?

SAY-BACK · WORD TRACK

TRACK — SAY IT WORD FOR WORD

Before I show you anything — so I show you the right thing — tell me what this vehicle has to do for you.

SAY-BACK · WORD TRACK

TRACK — SAY IT WORD FOR WORD

Fair question — so I aim at the right vehicles: what monthly range are you working to stay inside?

SAY-BACK · WORD TRACK

TRACK — SAY IT WORD FOR WORD

Let me say it back so I know I have it right. You need [stated need]. What's really driving it is [underlying motivation]. You're working with [budget reality], on [timeline], and [trade situation]. Did I miss anything?

DRILL — SIMULATED ONLY

Your partner's buyer card carries a stated need that is NOT the real need — it surfaces only under proper questioning. Run the full sequence: greet → NEADS → Porcupine on the planted payment question → summary-back.

GRADER WATCHES FOR

No presentation before the gate · the summary names the REAL need, not just the stated one · Porcupine used instead of an invented number · the read (B2) stated before the drill and adjusted if the type shifted.

EXIT — THE STANDARD

RUN GREET □ NEADS □ PORCUPINE □ SUMMARY-BACK — NO PRESENTATION BEFORE THE GATE.

That is the B4 standard. No exit, no B5.

The Beginner course test is at B10.