MOOSED SALES ACADEMY · BEGINNER COURSE

COMMUNICATION CHANNELS I

B5 · The fifth module of the Beginner course.

Phone, text, Facebook: every channel a first-class channel, one standard.

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

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 · THE CLOCK

THE CLOCK IS MONEY.

5 minutes instead of 30: contact ~100× more likely, qualifying ~21× (Oldroyd lead-response research, 15,000+ leads).

First call inside 5 minutes converts ~8× the rate of later calls (InsideSales, 2021).

The average dealership's first response: over 9 hours — and a quarter of dealer leads never get answered at all.

Our window: 9 AM–7 PM Eastern, Mon–Sat. No Sunday sends. The 5-minute rule: wait 5, then answer in the same cycle.

TEACH · THE PHONE

THE PHONE CALL IS AN EVENT.

One job on every call: an appointment, or a clear decision step — on that call.

Control early: the first ten seconds decide who's leading; leading means pointing at the next step.

A pattern interrupt isn't rudeness — it's respect for his time and yours.

Credit worry gets one answer, the wall answer: the banks decide, and we'll let them.

TEACH · THE THREAD

SHORT. ONE PURPOSE. ALWAYS A NEXT STEP.

1–3 sentences, ~160 characters as your guide. One easy question, answerable in a single reply.

Read every message twice before it goes: once for what it says, once for how it lands.

React to what the customer just said BEFORE any business content. Never ask what the thread already answered.

Voice: your customers, your name. Store pages, the store team. Never anyone else's name.

Facebook: no appointment in ~10 messages □ stop pushing, hand the thread to your manager.

SAY-BACK · WORD TRACK

TRACK — SAY IT WORD FOR WORD

Thanks for calling Big City Cars — this is [your name]. I can help you with that, and I'll keep this short. So I point you at the right thing — what does this vehicle have to do for you?

SAY-BACK · WORD TRACK

TRACK — SAY IT WORD FOR WORD

Based on what you've told me, the next step is in person: you, [the vehicle], and everything on the table where you can see it. [Day] or [day]?

SAY-BACK · WORD TRACK

TRACK — SAY IT WORD FOR WORD

Hey {Name}, this is [your name] at Big City Cars. Quick question so I point you at the right thing: what does this vehicle have to do for you?

SAY-BACK · WORD TRACK

TRACK — SAY IT WORD FOR WORD

Based on that, the next step is seeing [the vehicle] in person against what you told me. [Day] or [day] — which suits you? One reply is all it takes.

SAY-BACK · WORD TRACK

TRACK — SAY IT WORD FOR WORD

Your situation sounds just like my customer last week, and we got them done.

SAY-BACK · WORD TRACK

TRACK — SAY IT WORD FOR WORD

Folks get turned down at other lots then come here and we get it done. Happens all the time.

DRILL — SIMULATED ONLY

Two drills. Phone: three scripted callers — a price-shopper, a credit-worried buyer, a "just looking" caller; at least 2 of 3 end in a set appointment or a clear decision step. Thread: a five-message simulated thread on paper cards, first reply to appointment set, no message over ~160 characters, no dead ends.

GRADER WATCHES FOR

The 5-minute rule stated before the drill starts · wall answer on credit, word-for-word substance · one purpose per message · a "decision step" is a named step at a named time — a warm, vague ending has not passed.

EXIT — THE STANDARD

WORK ANY CHANNEL — CALL OR THREAD — TO AN APPOINTMENT OR A CLEAR DECISION STEP.

That is the B5 standard. No exit, no B6.

The Beginner course test is at B10.