

B5 · BEGINNER COURSE

EVERY CHANNEL, ONE STANDARD

Your desk card — the window, the 5-minute rule, the call, the thread. Keep it where you work.

THE SIX WALLS

1. **LET THE BANKS DECIDE**
   Credit is never your call. Never promise an approval.
2. **NO NUMBERS WITHOUT AUTHORITY**
   No prices or numbers without the Chairman or the desk.
3. **9 TO 7, MONDAY TO SATURDAY**
   Customer work runs 9 AM–7 PM Eastern. No live customer is a practice rep.
4. **TRAINING BEFORE THE FLOOR**
   Learn the units, pass the course test, then work customers solo.
5. **MODELED ON THE BEST — ONLY US**
   We study the best. You represent nobody but this company.
6. **THE BUYER KEEPS HIS AUTONOMY**
   Pressure past trust is a failure. A clear decline is done.

YOUR FIRST 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?

YOUR TWO STORES

GOSHEN
1914 Lincolnway East, Goshen, IN
(574) 500-2929
Mon–Fri 9 AM–8 PM · Sat 9 AM–5 PM
Closed Sunday

FORT WAYNE
4910 Lima Road, Fort Wayne, IN
(260) 212-1111
Mon–Sat 9 AM–8 PM
Closed Sunday