MOOSED SALES ACADEMY · BEGINNER COURSE

THE DEMO & TEST DRIVE

B7 · The seventh module of the Beginner course.

Present the answer, not a tour. Trial closes. Story over pitch.

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 · THE STALL

NAME THE MISSING CERTAINTY.

Unsure of the vehicle · unsure of you · unsure of the company — three different stalls, three different fixes.

Name which one, silently. Build that one — from facts only: real inventory, desk-authorized terms, real timelines.

Certainty built on an invented fact isn't certainty. It's a debt, and it comes due at the desk.

TEACH · DEMO ORDER

THE DEMO RUNS IN ORDER.

The B3 walkaround, customer in it — driver's seat early; people believe what they touch.

License copied before the drive. Route known — the store's route, highway and neighborhood in it. Phone down.

During the drive, talk less than you think. Let the car sell. Your job is the trial close.

TEACH · STORY OVER PITCH

STOP SELLING. START TELLING STORIES.

A pitch stays in this room. A story is what the buyer repeats tonight to the partner who wasn't here. Three beats: a buyer with this buyer's problem □ what was done □ what changed. Short. True to inventory. The story serves the need discovery found — it never replaces it. A story that fabricates a fact fails on the spot.

SAY-BACK · WORD TRACK

TRACK — SAY IT WORD FOR WORD

You told me [discovered need]. This is why [the vehicle] answers it: [feature], which gives you [the benefit he asked for, in his words].

SAY-BACK · WORD TRACK

TRACK — SAY IT WORD FOR WORD

How's that feel compared to what you're driving now? — Can you see this doing [the job he named] every week?

SAY-BACK · WORD TRACK

TRACK — SAY IT WORD FOR WORD

A buyer came in with [the same discovered problem]. What we did was [the true step taken]. What changed for him was [the outcome, stated without a number nobody authorized].

DRILL — SIMULATED ONLY

On the lot: your partner's discovery summary card (need, motivation, constraint) carries one planted stall — "my last car from a dealer was nothing but trouble." Run the mapped presentation + walkaround + a short drive (or walk-through simulation per store practice), place both trial closes, name the stall's missing certainty to the trainer afterward, and use one story frame.

GRADER WATCHES FOR

Every feature traced to the discovery summary — the trainer strikes any feature that can't be traced, and two strikes ends the rep · the stall correctly diagnosed (company certainty, on this card) · zero invented facts.

EXIT — THE STANDARD

EVERY FEATURE TRACED TO A NEED, BOTH TRIAL CLOSES PLACED, ZERO INVENTED FACTS.

That is the B7 standard. No exit, no B8.

The Beginner course test is at B10.