MOOSED SALES ACADEMY · BEGINNER COURSE

COMPLIANCE I

B8 · The eighth module of the Beginner course.

No technique in this one. The fence everything else runs inside.

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 · TCPA

NO OPT-IN, NO TEXT.

You may only text a customer who has opted in. No opt-in □ the form stays locked to the permission template — sending it IS the opt-in request.

A YES reply is opted in. A STOP — or unsubscribe, or any clear opt-out — is done being texted. Not done for today. Done.

You never text an opted-out customer again on any channel to restart it. An unsubscribe is never a sales objection to overcome.

TEACH · WHEN A LEAD CLOSES

A LEAD CLOSES ONLY WHEN THE CUSTOMER DECIDED.

Bought elsewhere / already found one (stated) · opt-out / STOP · wrong number · hostile do-not-contact · sent-by-mistake.

Our judgment that "nothing is pending" never closes anything.

What we do instead with a stale lead: reignite — that's B9.

TEACH · THE NEVER-SAY LIST

THE NEVER-SAY LIST.

Never promise an approval □ "pre-approval," and "the banks decide."

Never quote price, payment, or rate in chat or text □ numbers come from the desk, with authority, in the deal.

Never ask about a cosigner. Not ever, on any channel. Never invent a fact — "let me check" is always right.

Never say "try." Never argue with an angry customer — stop, flag your manager, send nothing until cleared.

Never raise credit first. The customer brings it up; then you answer inside the walls.

TEACH · DATA CARE

CUSTOMER DATA IS BORROWED.

Phone, income, credit situation — lives in ProMax and nowhere else. Not your phone's notes, not a group chat, not a sticky note.

Read the full record before you work it (B6). Write the five-part note. The record stays the only copy.

One customer's situation is never another customer's story detail — story frames carry no names, ever.

SAY-BACK · WORD TRACK

TRACK — SAY IT WORD FOR WORD

I won't promise you an approval, because that's not mine to promise — the banks decide. What I can promise is that your situation gets put in front of them straight, with nothing dressed up.

SAY-BACK · WORD TRACK

TRACK — SAY IT WORD FOR WORD

I won't invent a number to keep this conversation going — a made-up figure would waste your trip. Numbers come from the desk, with authority, and they'll be real when you hear them.

SAY-BACK · WORD TRACK

TRACK — SAY IT WORD FOR WORD

Before I text you anything else — is it OK if I send you a text when something comes in that fits what you're looking for?

DRILL — SIMULATED ONLY

Rapid-fire battery: ten prompts — a price ask, "will I get approved?", a payment ask, "my wife could cosign, right?", a STOP reply, an angry rant, "just text me at midnight," "has it been wrecked?", "skip the bank, what would YOU do for me?", "call me Sunday." Answer each inside the fence, or stop and flag correctly.

GRADER WATCHES FOR

Three-for-three discipline on price / credit / cosigner (the fast-track bar) · STOP honored instantly, no farewell pitch · angry prompt stop + flag, zero argument · any breach: "Stop. Name the wall."

EXIT — THE STANDARD

TEN PROMPTS, TEN ANSWERS INSIDE THE FENCE — STOP HONORED INSTANTLY, ZERO BREACHES.

That is the B8 standard. No exit, no B9.

The Beginner course test is at B10.