MOOSED SALES ACADEMY · BEGINNER COURSE

FOLLOW-UP BASICS

B9 · The last learn module of the Beginner course.

The least glamorous module in the course — and the one that pays for all the others.

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 · GIRARD

FOLLOW-UP IS THE BUSINESS.

Joe Girard sold 13,001 cars, retail, one at a time — 1,425 in a single year, a Guinness record — on follow-up.

Every buyer got a card from him every month. "I like you. I haven't forgotten you."

Law of 250: every customer connects you to ~250 people. Delight one, a doorway to 250. Burn one, lose 250.

The Ferris wheel: buyers come back around into the market. How you treated them on the last ride picks the lot.

TEACH · THE PLAN

THE PLAN COMES BEFORE THE DAY.

Built before the day starts: who gets contacted, when, with what purpose — decided at the desk, never improvised between customers.

Every contact ends in an appointment or a decision step. Timed inside 9 AM–7 PM Eastern.

It stops when the buyer stops it — follow-up that won't stop isn't discipline; it's the thing we rejected.

TEACH · THE REIGNITION RULE

WE DON'T DECIDE IF IT IS DONE.

A weak reply — vague, one-word, a bare YES with nothing after — or no reply at all = STALE, not closed. Stale leads get reignited: a fresh touch.

Timing is exact: give 24 hours from the customer's last activity. Already past □ next working pass inside send hours. Window completes after 7 PM □ REIGNITE-PENDING with its eligible time.

Every guardrail holds: opt-in required to text (no opt-in □ permission-template re-request) · 48-hour rule · zero assumptions · cadence caps.

TEACH · THE CADENCE

THE RECONTACT CADENCE.

Active (buying now): at most 1 ping a day, max 3 □ archive as Stale, revival date 14 days out.

Warm (a few weeks out): ping every 7 days, max 3 □ revival at their stated horizon.

Long timeline: touch every 30 days, aligned to their date. Archive between touches.

No timeline given: ping day 3, day 10, day 30 □ archive as Stale on a 30-day revival cycle.

ANY reply resets the clock. The archive is a pause with a date on it, not a trash can.

TEACH · THE RHYTHM

DAY-AFTER. WEEK-AFTER. FOREVER.

Unsold visit → next day: thank-you plus the one open question from their visit. Again the following week if the timeline supports it.

The sold customer is never dropped: the monthly touch — how's the car treating them?

That's Girard's Ferris wheel, oiled.

SAY-BACK · WORD TRACK

TRACK — SAY IT WORD FOR WORD

Following up on [the conversation, named specifically]. Nothing about your situation has been forgotten here. The next step is still [the step] — [day] or [day]?

SAY-BACK · WORD TRACK

TRACK — SAY IT WORD FOR WORD

Hey {Name}, this is [your name] at Big City Cars. I had a minute and your search came back to mind — did you find a vehicle yet?

SAY-BACK · WORD TRACK

TRACK — SAY IT WORD FOR WORD

Hey {Name}, [your name] at Big City Cars. Just checking in — how's the [vehicle] treating you?

DRILL — SIMULATED ONLY

Plan-before-contact: six scripted unsold-buyer cards (last contact, timeline type, what was — and was not — promised; one card is a STOP, one is a bare-YES stale thread 30 hours old, one is a sold customer). Build the written plan — buyer, day, purpose, channel — then execute two contacts live: one phone, one thread.

GRADER WATCHES FOR

The plan exists BEFORE any contact is made · the STOP card excluded without prompting · the bare-YES card reignited, not closed · both executed contacts end in an appointment or a decision step · every time inside the window.

EXIT — THE STANDARD

A WRITTEN PLAN BEFORE ANY CONTACT — STALE REIGNITED, STOP EXCLUDED, EVERY TOUCH ENDING IN A STEP.

That is the B9 standard. No exit, no B10 — the Beginner test.

Learn units complete: B1–B9. Pass the test, continue to Intermediate.