

B9 · BEGINNER COURSE

# FOLLOW-UP IS THE BUSINESS

Your desk card — Girard's 250, the plan, reignition, the cadence. 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. I had a minute and your search came back to mind — did you find a vehicle yet?**

## 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