



**COMMUNICATION & SALES
SEMINAR B**

**HOW TO CONNECT WITH
ANY PATIENT AND
HANDLE THEIR
OBJECTIONS**

Based on the works of L. Ron Hubbard



Communication & Sales Seminar B

Based on the works of
L. Ron Hubbard

Section I: *Introduction and Overview*

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Communication & Sales Seminar B

*Based on the works of
L. Ron Hubbard*

Section I: *Introduction and Overview*

Hard Sell Defined

By L. Ron Hubbard

"Hard Sell: 1. Means insistence people buy. 2. Caring about the person, not being reasonable with stops and barriers and getting him fully paid up and taking the service."

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Reasonable Defined

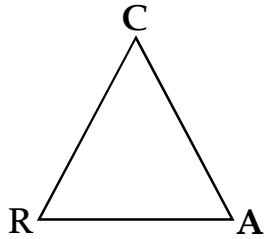
By L. Ron Hubbard

"1. Faulty explanations.
2. When an executive starts to explain the "reasons" for low stats instead of working to get high stats, he is being reasonable."

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The ARC Triangle

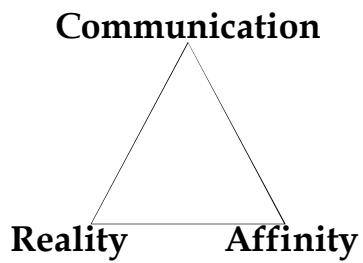
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The ARC Triangle

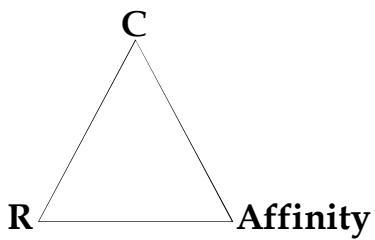
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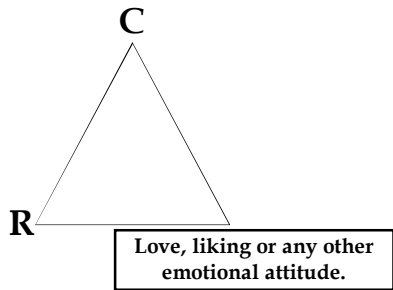
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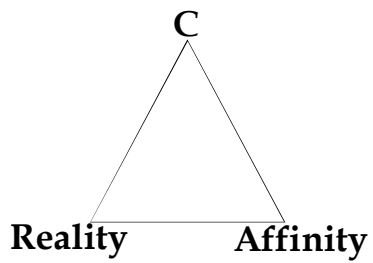
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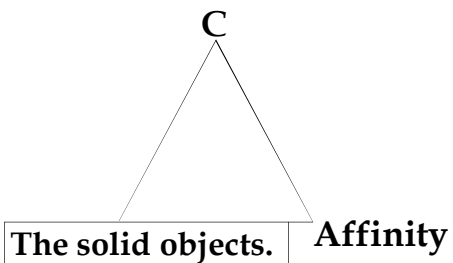
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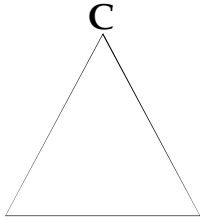
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The ARC Triangle

From the works of L. Ron Hubbard



The solid objects.
Reality is fundamentally
agreement.

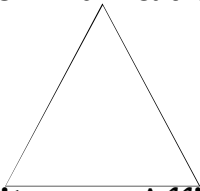
Affinity

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The ARC Triangle

From the works of L. Ron Hubbard

Communication



Reality

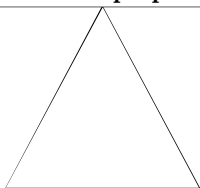
Affinity

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The ARC Triangle

From the works of L. Ron Hubbard

An interchange of ideas
between two people.



Reality

Affinity

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Communication

= Understanding

Reality Affinity

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The ARC Triangle
By L. Ron Hubbard

“One can't cut down one without cutting down the other two.”

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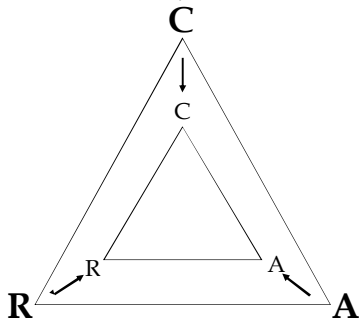
The ARC Triangle
From the works of L. Ron Hubbard

C

R A

The ARC Triangle

From the works of L. Ron Hubbard



The ARC Triangle

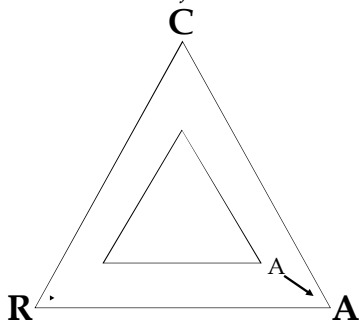
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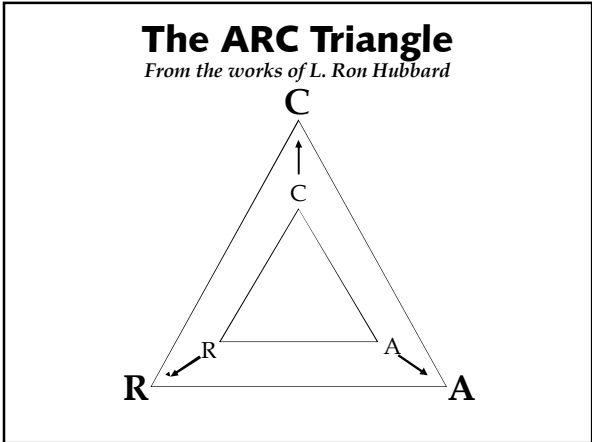
“One can’t rehabilitate one without rehabilitating the other two.”

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The ARC Triangle

From the works of L. Ron Hubbard



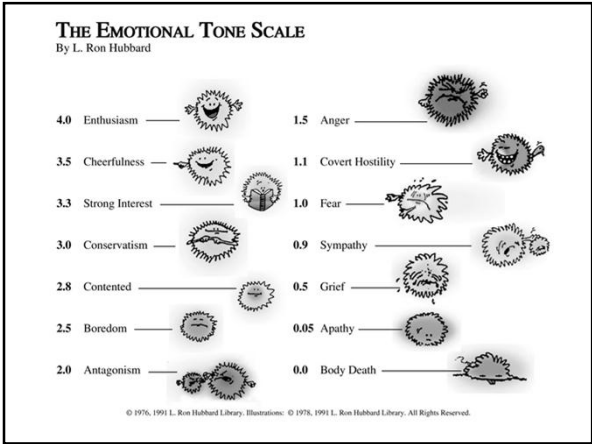


The ARC Triangle



By L. Ron Hubbard



“The most important corner of the ARC Triangle is communication. If you knock communication out, they will all go.”



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THE EMOTIONAL TONE SCALE
By L. Ron Hubbard

4.0 Enthusiasm —  1.5 Anger — 

3.5 Cheerfulness —  1.1 Covert Hostility — 

2.8 Contented —  0.5 Grief — 


2.5 Boredom —  0.05 Apathy — 


2.0 Antagonism —  0.0 Body Death — 


“Tone — the momentary or continuing emotional state of a person.”
- L. Ron Hubbard


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THE EMOTIONAL TONE SCALE
By L. Ron Hubbard


4.0 Enthusiasm — 


3.5 Cheerfulness — 

3.3 Strong Interest — 

3.0 Conservatism — 

2.8 Contented — 

2.5 Boredom — 


2.0 Antagonism — 


“Affinity, Reality and Communication ascend and descend the Tone Scale in unison.”
- L. Ron Hubbard


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THE EMOTIONAL TONE SCALE
By L. Ron Hubbard


If you can't sell to this side of the Tone Scale, you're limited on who you can help!


1.5 Anger — 


1.1 Covert Hostility — 

1.0 Fear — 

0.9 Sympathy — 

0.5 Grief — 

0.05 Apathy — 

0.0 Body Death — 

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The Tone Scale

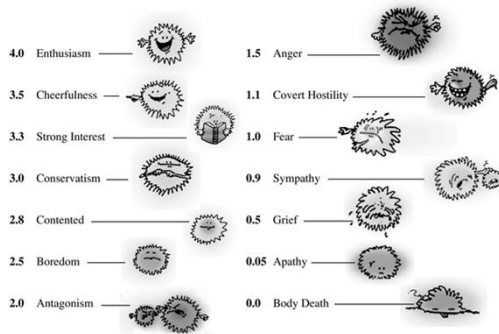
By L. Ron Hubbard

“Skillful use of this scale enables one to both predict and understand human behavior in all its manifestations.”

Manifestation: An observable indication of something. It can be seen or is plainly evident.

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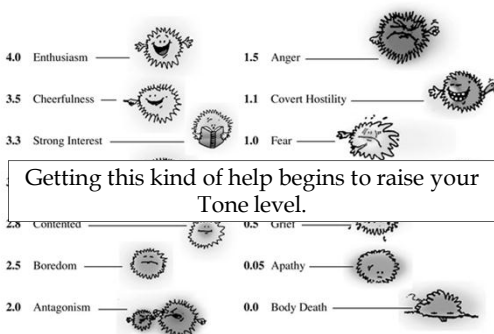
Where are you on the Emotional Tone Scale?



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THE EMOTIONAL TONE SCALE

By L. Ron Hubbard



Getting this kind of help begins to raise your Tone level.

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Sales Resistance

20%
Easy

Sales Resistance

20%
Easy

20%
Trouble

Sales Resistance

20%
Easy

60% Can Be Sold
Comprehensive
Care

20%
Trouble

Sales Resistance

20% Easy	60% Can Be Sold Comprehensive Care	20% Trouble
-------------	--	----------------

How Effective Are You
With The 60%?



Communication & Sales Seminar B

*Based on the works of
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Sections II - IV: *Spotting Tones*

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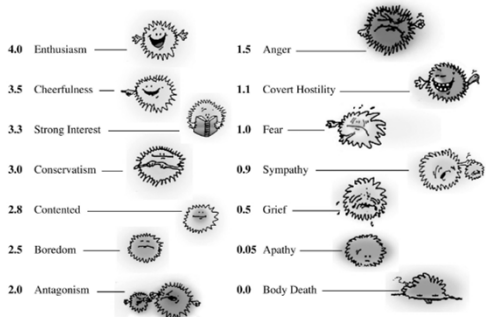
Communication & Sales Seminar B

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Section II - IV: Spotting Tones

THE EMOTIONAL TONE SCALE

By L. Ron Hubbard



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Tone Level Traits

- | | |
|----------------------|---------------------------------|
| 1. Eyes | 6. Method Used to Handle Others |
| 2. Affinity | 7. State of Possessions |
| 3. Reality | 8. Motion |
| 4. Communication | |
| 5. Handling of Truth | |

**TONE
.05
APATHY**



Apathy Traits

From the works of L. Ron Hubbard

Eyes: Appearance of looking fixedly, for minutes on end, at a particular object. Only thing is, they don't see it.

Affinity: At this level, affinity is expressed by complete withdrawal from people.

Reality: Complete withdrawal from conflicting reality - no reality.

Communication: "What's the use?" "All is lost." An Apathy case will talk about death, claims things are hopeless and impossible.

Apathy Traits Continued

From the works of L. Ron Hubbard

Handling of Truth: Doesn't tell the truth... They're completely careless about any fact. "Truth? Who cares?"

Method Used to Handle Others: The person in apathy, their method of handling people is just to pretend they're dead. "If I'm just dead enough nobody'll bother me."

State of Possessions: In very bad condition generally.

Motion: Motion goes through them. They will not get out of the way, they will knock aside on it. It will sort of go through them.

tone
0.5
Grief



Grief Traits

From the works of L. Ron Hubbard

Eyes: The person does look "downcast." A person in chronic grief tends to focus their eyes down in the direction of the floor a good bit.

Affinity: Supplication*, pleas for pity.

(***Supplication:** a humble request, prayer, petition, etc.)

Reality: Shame, anxiety - strong doubt of own reality, easily has reality of others forced on them.

Communication: Talks dolefully and hopelessly in terms of bad things which are happening and will happen, and for which there is no remedy... They listen only to such conversation. They cannot be heartened or cheered up.

Grief Traits Continued

From the works of L. Ron Hubbard

Handling of Truth: Strange perversions of the truth intended to achieve pity and support of others.

Method Used to Handle Others: Enturbulates* others to control them. Cries for pity. Wild lying to gain sympathy.

(***Enturbulate:** cause to be **turbulent** or agitated and disturbed.)

State of Possessions: In very bad condition generally.

Motion: Molded by motion. Slight motion. Agitation in one place, suffer.

tone
1.0
fear



Fear Traits

From the works of L. Ron Hubbard

Eyes: Person can't look at you. People are too dangerous to look at.

Affinity: Acute shyness. Propitiation, withdrawal from people.

Reality: Poor, and is agreed upon for covert purposes.

Communication: Twisted, and consists of lies.

Fear Traits Continued

From the works of L. Ron Hubbard

Handling of Truth: There's all sorts of lying at this level.

Method Used to Handle Others: They will nullify anything you tell them that is enthusiastic and anytime you're enthusiastic, they'll nullify you. Furthermore, they'll nullify anybody above them on the tone scale.

State of Possessions: In poor condition.

Motion: Moves away from you. Covert action.

Tone Scale Drill

1. Twin up with another attendee.
2. One person is the student and the other is the coach (as demonstrated).
3. The student will demonstrate to the coach the following tone levels: .05, .5 and 1.0. There is no set patten for this, he or she just acts, talks and displays the mannerisms of each of these tones.
4. Once you have finished all three tones, start at the beginning again until the speaker announces that it is time to switch roles.

TONE 1.1 COVERT HOSTILITY



Covert Hostility Traits

From the works of L. Ron Hubbard

Affinity: Hatred has been socially and individually censured to a point where it has been suppressed. And the individual no longer dares demonstrate hate as such.

Reality: Doubt of own reality. Insecurity. Doubt of opposing reality.

Communication: Talks in apparent upscale manner, but intent vicious.

Handling of Truth: Ingenious and vicious perversions of the truth.

Covert Hostility Traits Continued

From the works of L. Ron Hubbard

Method Used to Handle Others: Nullifies others to get them to a level where they can be used. Devious and vicious means. Hypnotism, gossip. Seeks hidden control.

State of Possessions: Poor. In poor condition.

Motion: To get away from it and covertly stop it.

TO 1.5 ANGER



Anger Traits

From the works of L. Ron Hubbard

Eyes: Lower bands will look away from you, deliberately. It's an overt communication break.

Affinity: Affinity has almost reversed itself. It's hate, violent and expressed.

Reality: Destruction of opposing reality. "You're wrong." Disagrees with the reality of others.

Communication: Talks of death and destruction only; hate. At this tone level, we have a shutting off of other people's conversation. A complete refusal to listen and efforts to destroy incoming conversation.

Anger Traits Continued

From the works of L. Ron Hubbard

Handling of Truth: Blatant and destructive lying.

Method Used to Handle Others: Uses threats, punishment and alarming lies to dominate others.

State of Possessions: Often broken. In bad repair.

Motion: Trying to hold everything still. It's destruction, because it's no-motion that he's trying to accomplish.

TONE 2.0 ANTAGONISM



Antagonism Traits

From the works of L. Ron Hubbard

Eyes: Will look directly at you all right, but not very pleasantly. They want to locate you – as a target.

Affinity: A feeling of annoyance and irritation caused by the advances of other people toward the individual. Love is received with suspicion.

Reality: Verbal doubt – defense of own reality. Attempts to undermine others'. Disagrees.

Communication: Talks in threats. Invalidates other people. This is the level of antagonistic conversation. The individual is apt to nag or make derogatory comments to invalidate other people.

Antagonism Traits Continued

From the works of L. Ron Hubbard

Handling of Truth: Truth twisted to suit antagonism.

Method Used to Handle Others: Nags and bluntly criticizes to demand compliance with wishes.

State of Possessions: Very neglected.

Motion: Bats it back. You say something to them, they'll snap back at you. The handling of motion is, as it comes in, "change it and get rid of it." Motion toward, slow attack.

Tone Scale Drill

1. Twin up with another attendee.
2. One person is the student and the other is the coach (as demonstrated).
3. The student will demonstrate to the coach the following tone levels: 1.1, 1.5 and 2.0. There is no set patten for this, he or she just acts, talks and displays the mannerisms of each of these tones.
4. Once you have finished all three tones, start at the beginning again until the speaker announces that it is time to switch roles.

tone 2.5 BOREDOM



Boredom Traits

From the works of L. Ron Hubbard

Eyes: Eyes wandering around again, but not frantically as in fear. Also, they won't be avoiding looking at you. They'll include you among the things they look at.

Affinity: Neglect of person or people - withdrawal from.

Reality: Refusal to match two realities. Indifference to conflict in reality. Too careless to agree or disagree.

Boredom Traits Continued

From the works of L. Ron Hubbard

Communication: Casual, pointless conversation. A "let's not argue about it" attitude, a dismissal of communication, a carelessness as to whether one's communication is being received or is even understandable.

Handling of Truth: Insincere, careless of facts.

Method Used to Handle Others: Careless of support from others.

State of Possessions: Shows some neglect.

Motion: Motion away, recede slowly.

tone 3.0 CONSERVATISM



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Conservatism Traits

From the works of L. Ron Hubbard

Affinity: Tolerance without much outgoing action. Acceptance of advances offered. Does not readily make such advances themselves.

Reality: Awareness of possible validity of different reality. Conservative agreement.

Communication: Tentative expression of limited number of personal ideas. Safety, security and somewhat better survival conditions are the arguments used along this level of the Tone Scale.

Conservatism Traits Continued

From the works of L. Ron Hubbard

Handling of Truth: Cautious of asserting truths. Social lies.

Method Used to Handle Others: Invites support by practical reasoning and social graces.

State of Possessions: Fairly good.

Motion: Has a tendency to be a little bit conservative and to sort of hold on to things. No motion, stay.

TONE 3.5: CHEERFULNESS



Cheerfulness Traits

From the works of L. Ron Hubbard

Affinity: Tentative advances. Friendliness.

Reality: Ability to understand and evaluate reality of others and change viewpoint. Agreeable.

Communication: Will talk of deep seated beliefs and ideas. The individual at this level can listen without becoming critical and can aid and assist others in conversation.

Handling of Truth: Truthful.

Cheerfulness Traits Continued

From the works of L. Ron Hubbard

Method Used to Handle Others: Gains support by creative reasoning and vitality.

State of Possessions: In good condition.

Motion: Motion toward but you don't get the same swift approach as you do in Enthusiasm (Tone 4.0).

TONE 4.0: ENTHUSIASM



Enthusiasm Traits

From the works of L. Ron Hubbard

Affinity: Love, strong and outgoing. They experience friendliness. This is an extroversion of affinity.

Reality: Search for different viewpoints to broaden own reality. Changes reality.

Communication: Strong, able, swift and full exchange of beliefs and ideas. At this level they're capable of communicating completely and withholding nothing, also the ability to communicate with complete rational selectivity, also the ability to be conversationally creative and constructive.

Enthusiasm Traits Continued

From the works of L. Ron Hubbard

Handling of Truth: High concept of the truth.

Method Used to Handle Others: Gains support by creative enthusiasm and vitality backed by reason.

State of Possessions: In excellent condition.

Motion: Rational use of all possible motions to fit the given situation and will weigh the evidence before them to establish and determine their action. Their action will be dictated by a rational conclusion as to what action should be taken.

Tone Scale Drill

1. Twin up with another attendee.
2. One person is the student and the other is the coach (as demonstrated).
3. The student will demonstrate to the coach the following tone levels: 2.5, 3.0, 3.3 and 4.0. There is no set patten for this, he or she just acts, talks and displays the mannerisms of each of these tones.
4. Once you have finished all four tones, start at the beginning again until the speaker announces that it is time to switch roles.

Tone Scale Drill

Spotting Tones

1. Twin up with another attendee.
2. One person is the student and the other is the coach
3. The coach will pick a tone level to demonstrate without telling the student. The student's job is to properly identify the tone the coach is demonstrating. Once done, coach picks another tone and so on. Once you have finished all four tones, start at the beginning again until the speaker announces that it is time to switch roles.

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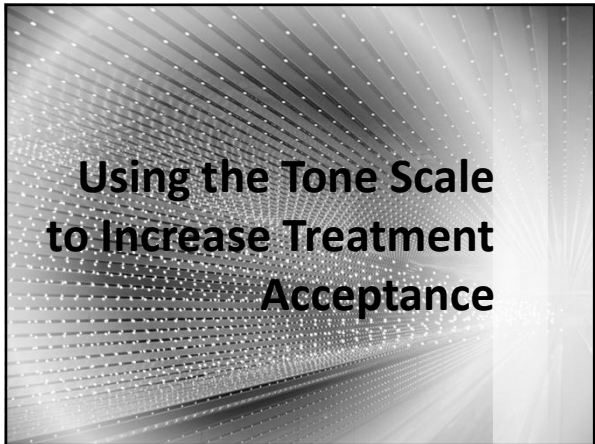
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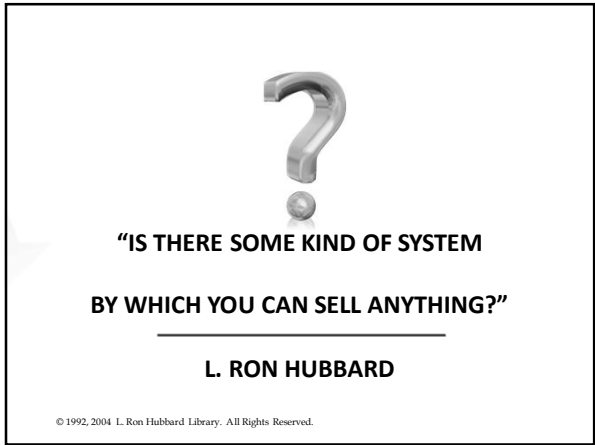
Sections V & VI: *Using the Tone Scale to Increase Treatment Acceptance*

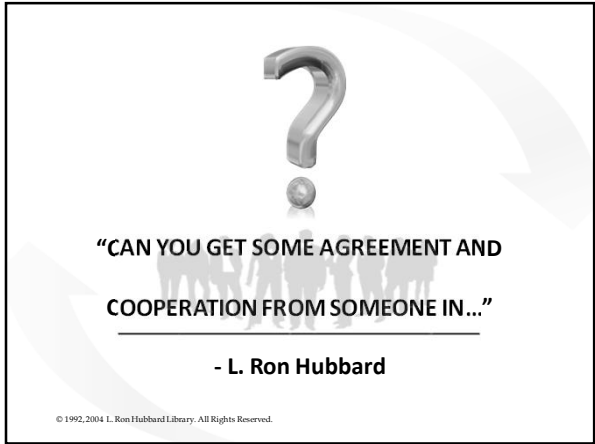
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**“...apathy?
Grief?
Fear?
Anger?
Antagonism?
Boredom?
Conservatism?”**

- L. Ron Hubbard

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AGREEMENT **Let's look at two key words used here** **COOPERATION**

IN SELLING THIS IS WHAT WE WANT TO ACHIEVE.

In fact we can go as far as saying that selling is the process by which:

1. One gets good "agreement" from someone in obtaining or achieving something; followed by
2. Getting "cooperation" from that person or persons in obtaining it.

“IS THERE SOME KIND OF METHOD BY WHICH YOU CAN GET GOOD AGREEMENT SO THAT THEY’LL GO ALONG WITH YOU?”

- L. Ron Hubbard

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"Reality is agreement. The degree of agreement reached by two ends of a communication line."

- L. Ron Hubbard

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"Yeah, it's about as simple as it comes."

- L. Ron Hubbard

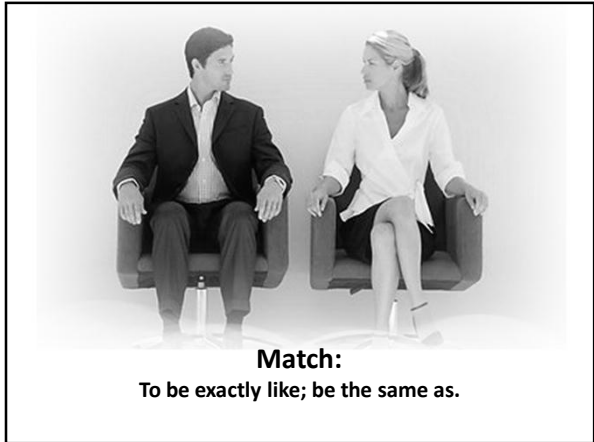
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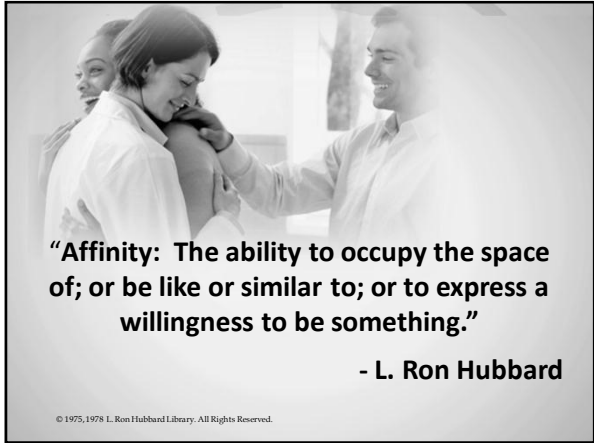
"Match the tone; just match the person's tone, that's all."

- L. Ron Hubbard

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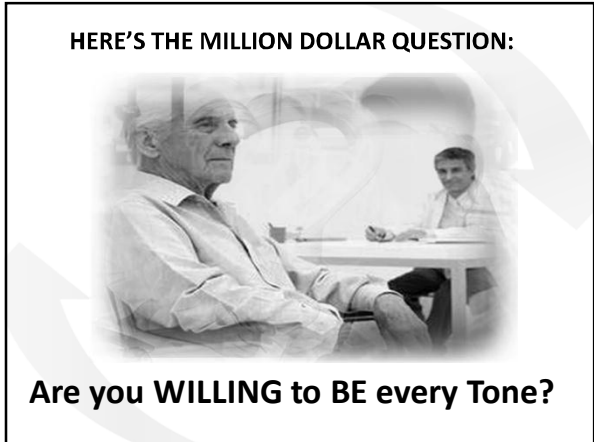
Match:
To be exactly like; be the same as.



“Affinity: The ability to occupy the space of; or be like or similar to; or to express a willingness to be something.”


- L. Ron Hubbard

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HERE'S THE MILLION DOLLAR QUESTION:

Are you WILLING to BE every Tone?



“IT’S A SYMPATHETIC VIBRATION.”

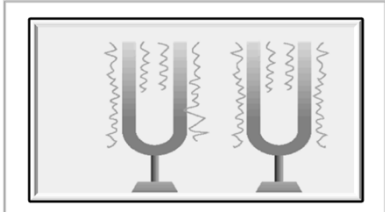
- L. Ron Hubbard

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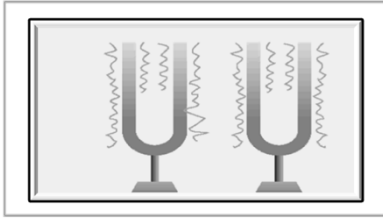
SYMPATHETIC:

in this sense is: responding or reacting in a way that is similar or corresponding (matching or agreeing) action from someone or something else.

A sympathetic vibration then is a vibration caused by other vibrations transmitted from a neighboring vibrating body.



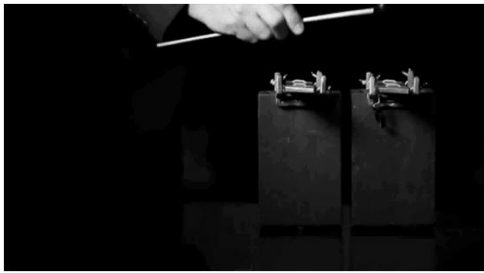
"Did you ever see the physics class experiment where you have two tuning forks side by side?"



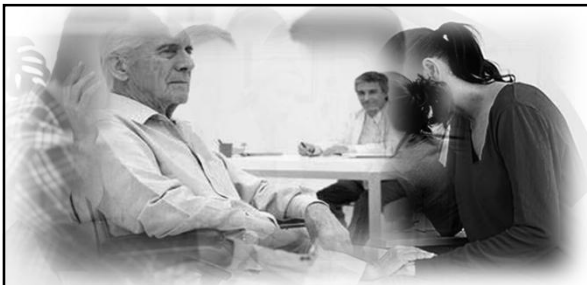
If you hit only one of them, the other one will vibrate too, even if you damp* out the first one."

- L. Ron Hubbard

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"Damp: to check or deaden the vibration of (a piano string, drum, etc.)"



"That is a sympathetic vibration. You've got to talk along the sympathy line. But I don't mean the sympathy of grief. You have to match the *tone level* that this person normally frequents."

- L. Ron Hubbard

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NECESSITY OF GETTING IN COMMUNICATION

"All too often an individual who's trying to do business with other individuals, who is trying to work with other individuals, will be so solidly fixed himself on the Tone Scale that he doesn't understand the necessity of trying to get into communication with another individual before he tries to do something with him.

- L. Ron Hubbard

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NECESSITY OF GETTING IN COMMUNICATION

"It's necessary to get into communication. The only way you can get into good solid communication anywhere along this line is to get along the line on its own parity.*"

- L. Ron Hubbard

Parity: a state of or the condition of being equal/equivalent.

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"Fear is best appealed to by arguments about things to be afraid of. Anger is best appealed to about things to be angry about.

- L. Ron Hubbard

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“Boredom can more or less damp out antagonism, anger can control fear. Fear can play on down to grief, a little bit.”

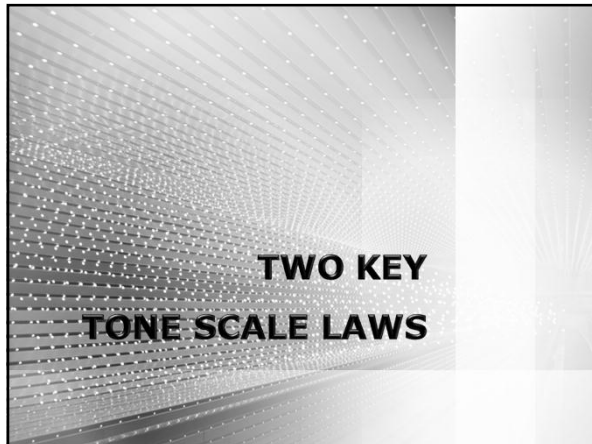
- L. Ron Hubbard

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"If we are speaking in terms of two people, side by side, the one that'll more or less be in command of the other one will be the one that's a grade up from the other one." - L. Ron Hubbard



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THE EMOTIONAL TONE SCALE
By L. Ron Hubbard

4.0 Enthusiasm  1.5 Anger 

1. "Agreement occurs at the same emotional tone level as the person making the statement. He buys his facts at that level."



- L. Ron Hubbard

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2.0 Antagonism  0.0 Body Death 

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THE EMOTIONAL TONE SCALE
By L. Ron Hubbard

4.0 Enthusiasm  1.5 Anger 

2. "To go a half tone up from his level is to command him within his zone of reality."

- L. Ron Hubbard

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2.0 Antagonism  0.0 Body Death 

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Communication & Sales Seminar B

*Based on the works of
L. Ron Hubbard*

Section VII: *The Scale of Selling*

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Communication & Sales Seminar B

Based on the works of
L. Ron Hubbard

Section VII: *The Scale of Selling*

The Scale of Selling

By L. Ron Hubbard

- Interest
- Desire
- Enforce
- Inhibit
- Unknown

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The Scale of Selling

By L. Ron Hubbard

Interest - "Absorbed attention and a desire to talk about it." - L. Ron Hubbard

- Desire
- Enforce
- Inhibit
- Unknown

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The Scale of Selling

By L. Ron Hubbard

Interest

Desire – To want or wish for in a strong or emphatic manner.

Enforce

Inhibit

Unknow

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The Scale of Selling

By L. Ron Hubbard

Interest

Desire

Enforce – To urge, push with or obtain by force.

Inhibit

Unknow

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The Scale of Selling

By L. Ron Hubbard

Interest

Desire

Enforce

Inhibit – To attempt to stop, restrain or prevent (something) from happening.

Unknow

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The Scale of Selling

By L. Ron Hubbard

Interest

Desire

Enforce

Inhibit

Unknow – To be unaware of or to forget/not want to know.

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The Scale of Selling

By L. Ron Hubbard

“I suspect also that 'Wait' fits between Unknown and Inhibit.”

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The Scale of Selling

By L. Ron Hubbard

“This scale also inverts,* I find, on any subject in which a person is irrational.*

Invert: To put upside down or arrange in the opposite order.

Irrational: Illogical or lacking reason. Decisions made or actions taken which don't make “sense” or done without consideration for the most widely beneficial (to self and others) long-term outcome.

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Inverted Scale

By L. Ron Hubbard

Unknow

Inhibit

Enforce

Desire

Interest

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The Inverted Scale

You may notice that quite a few people can become "irrational" about:

- Being "sold" / Sales resistance.
- Spending money.
- Time (not enough and so on).
- Having needles and drills placed in their mouth!

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Source of Sales Failure

By L. Ron Hubbard

"Salespeople, bringing about an inverted scale, can go down scale themselves as they do it."

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Source of Sales Failure

By L. Ron Hubbard

<u>Salesperson</u>	<u>Customer</u>
--------------------	-----------------

Interest	Unknow
Desire	Inhibit
Enforce	Enforce
Inhibit	Desire
Unknow	Interest

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Source of Sales Failure

By L. Ron Hubbard

“They seek to interest and meet forgetfulness.”

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Source of Sales Failure

By L. Ron Hubbard

<u>Salesperson</u>	<u>Customer</u>
--------------------	-----------------

Interest	Unknow
----------	--------

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Source of Sales Failure

By L. Ron Hubbard

"They want to sell and meet opposition."

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Source of Sales Failure

By L. Ron Hubbard

<u>Salesperson</u>	<u>Customer</u>
--------------------	-----------------

Interest	Unknow
Desire	Inhibit

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Source of Sales Failure

By L. Ron Hubbard

"They high pressure the customer and get pressured back."

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Source of Sales Failure

By L. Ron Hubbard

<u>Salesperson</u>	<u>Customer</u>
--------------------	-----------------

Interest	Unknow
Desire	Inhibit
Enforce	Enforce

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Source of Sales Failure

By L. Ron Hubbard

“And about the time the customer *wants* the product, the salesperson is irrationally inhibiting the sale.”

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Source of Sales Failure

By L. Ron Hubbard

<u>Salesperson</u>	<u>Customer</u>
--------------------	-----------------

Interest	Unknow
Desire	Inhibit
Enforce	Enforce
Inhibit	Desire

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Source of Sales Failure

By L. Ron Hubbard

“And as the customer’s interest is at its highest the salesperson forgets all about him.”

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Source of Sales Failure

By L. Ron Hubbard

<u>Salesperson</u>	<u>Customer</u>
Interest	Unknow
Desire	Inhibit
Enforce	Enforce
Inhibit	Desire
Unknow	Interest

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Salesperson Success

By L. Ron Hubbard

“All a salesperson has to do is continue to try to interest the customer...”

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Salesperson Success

From the works of L. Ron Hubbard

Salesperson

Customer

Interest

Unknow

Inhibit

Enforce

Desire

Interest

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