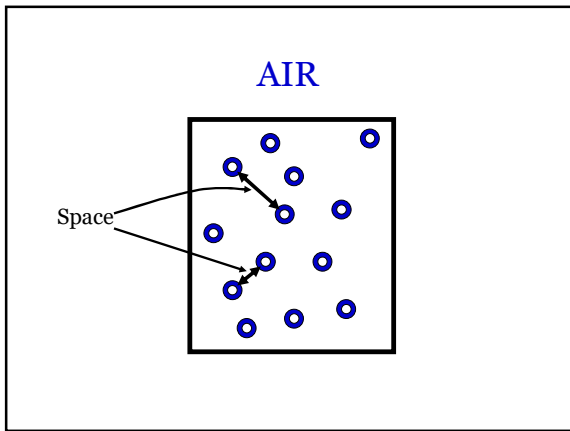


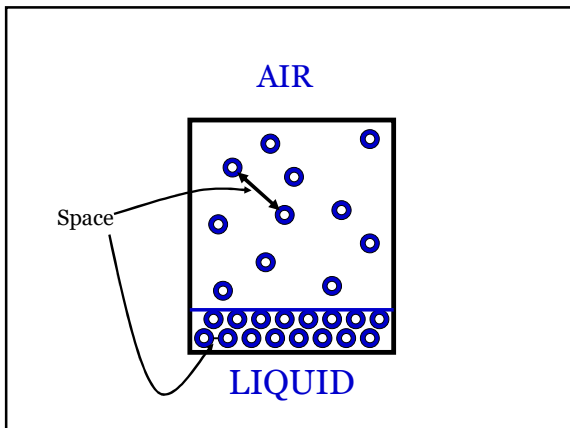
 **Communication & Sales Seminar A**
Based on the works of L. Ron Hubbard

Section VII: Application!

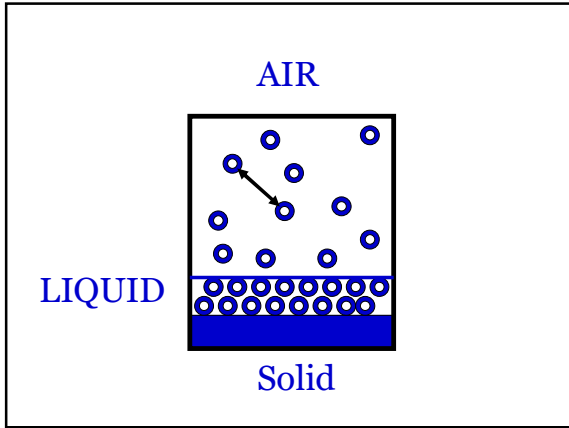
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MEST & The Tone Scale
 By L. Ron Hubbard

“And he begins to become matter and act like matter, that is, just to the ratio that he goes down the Tone Scale.”

5

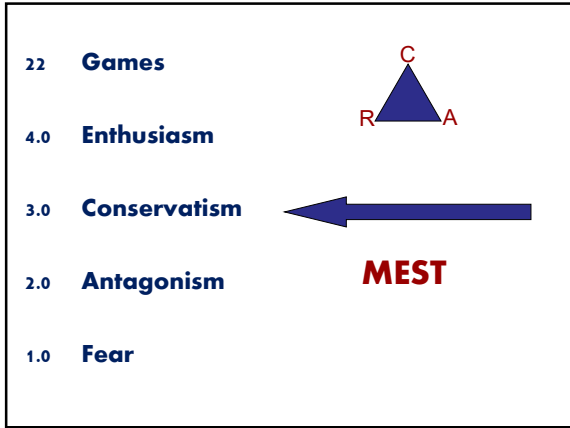
THE EMOTIONAL TONE SCALE
 By L. Ron Hubbard

4.0	Enthusiasm	
3.5	Cheerfulness	
3.3	Strong Interest	
3.0	Conservatism	
2.8	Contented	
2.5	Boredom	
2.0	Antagonism	

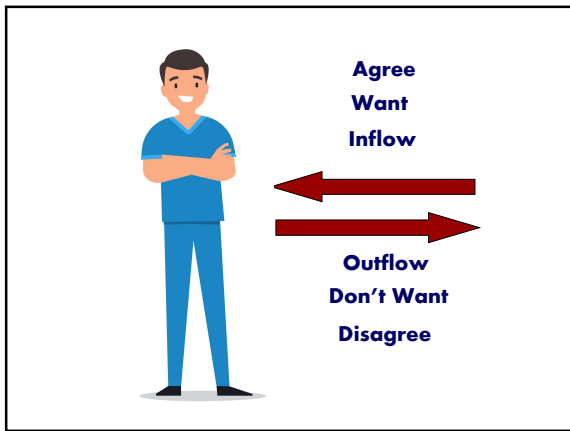
As you go down the Tone Scale you lose SPACE

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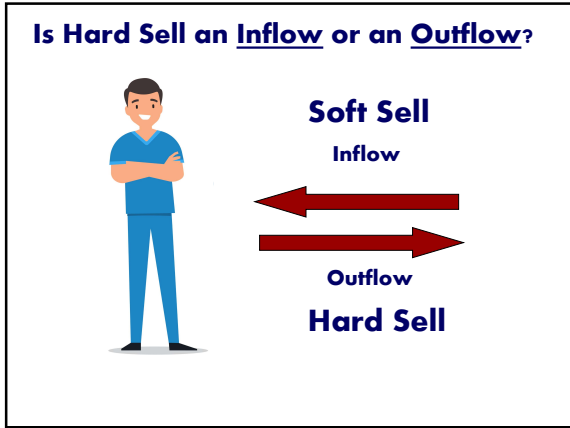


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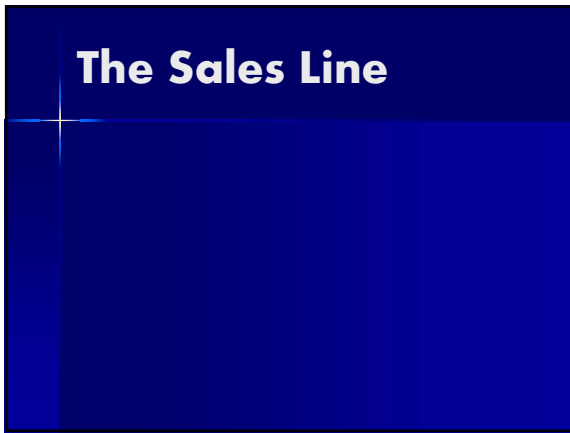
Hard Sell
By L. Ron Hubbard

“Hard Sell: Caring about the person, not being reasonable with stops and barriers and getting him fully paid up and taking the service.”

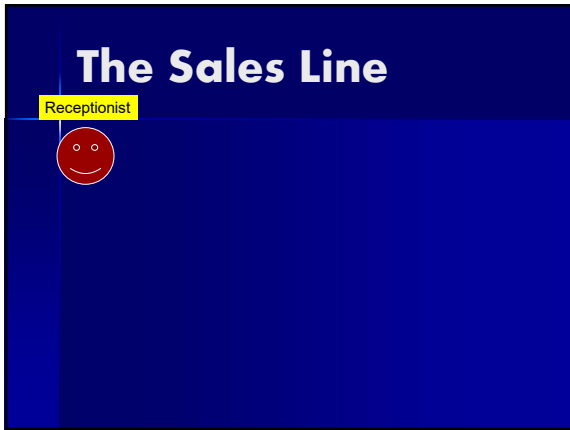
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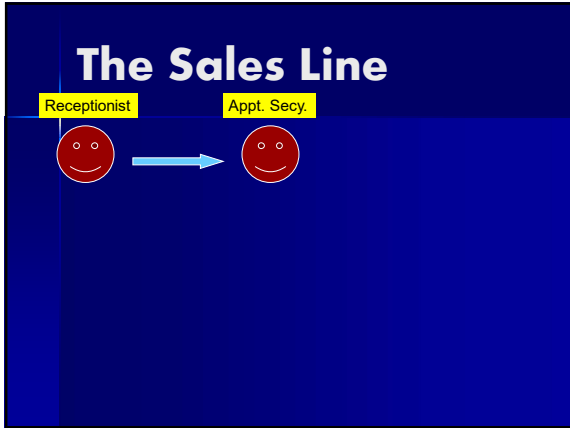
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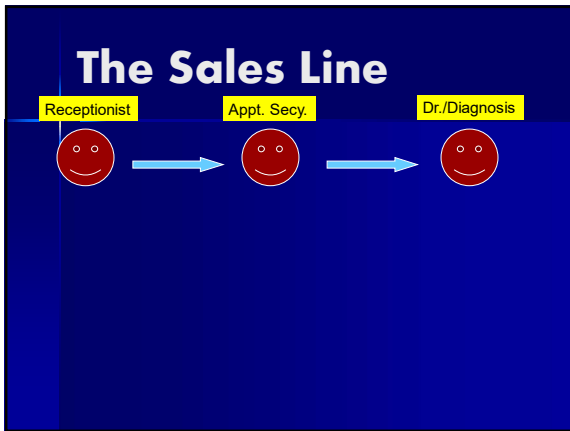
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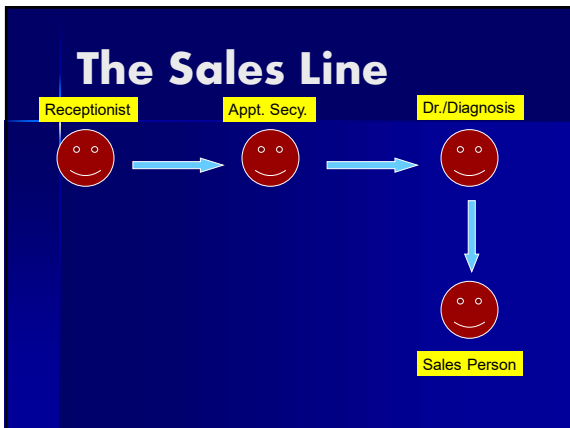
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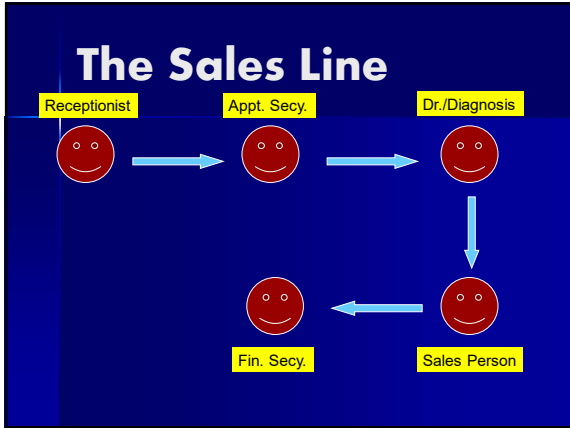
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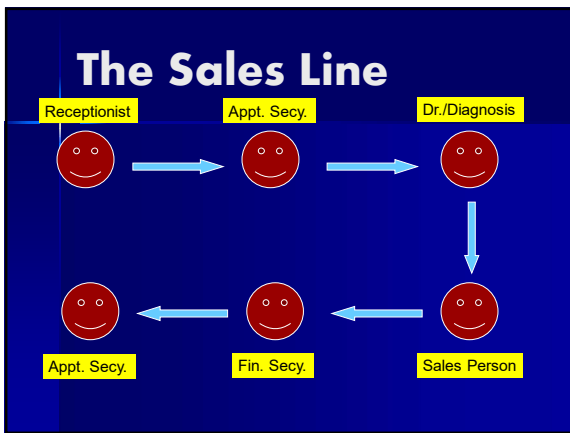
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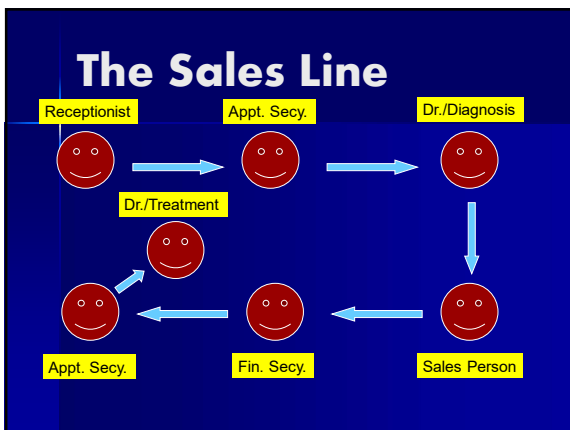
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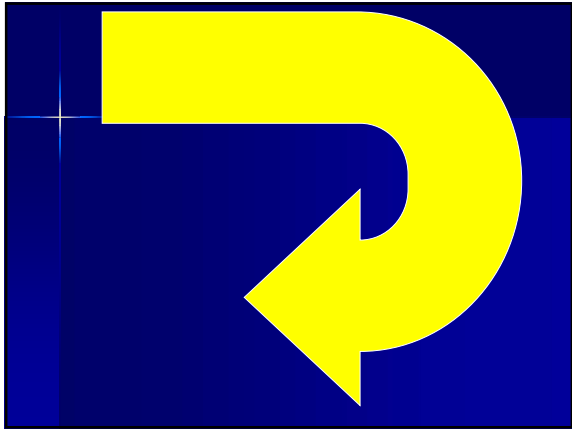
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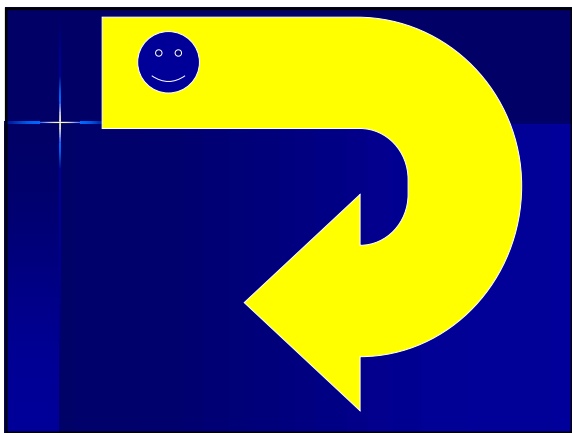
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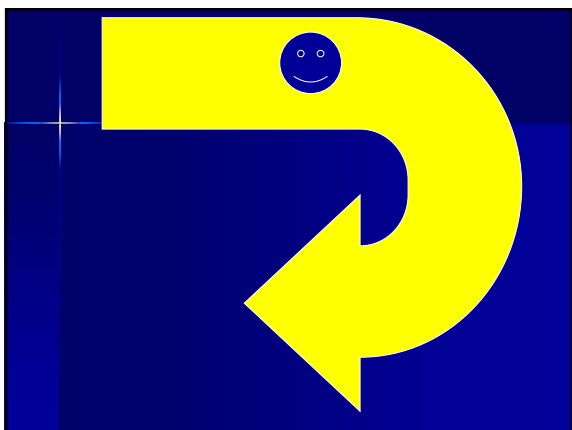
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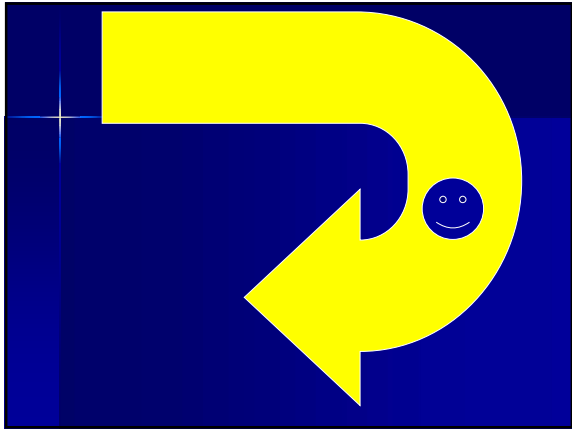
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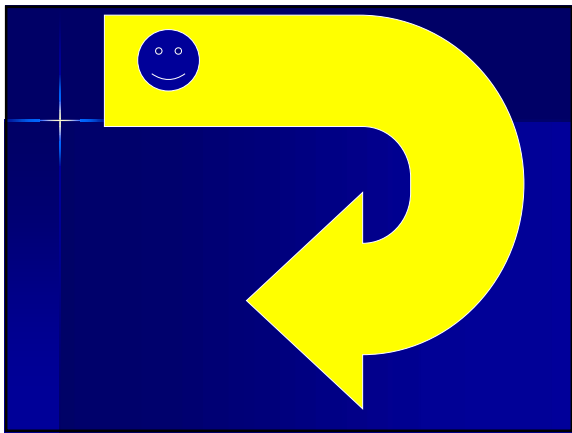
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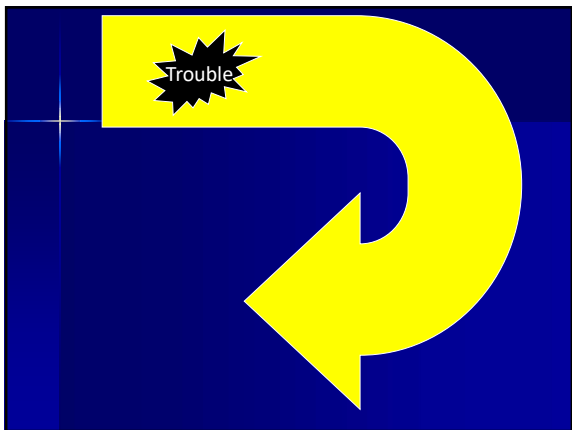
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What Stops Your Hard Sell?

- Your own overts,
- Becoming PTS,
- Getting Serious!

25

Addressing Common Objections!

- "I don't have any money." (also, too expensive, can't afford it, etc.)
- "I only want to do what my insurance covers."
- "I need to check with my spouse first."
- "I need to think about it."
- "I'm really busy right now. I don't have time. I need to wait."

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THE END!

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