

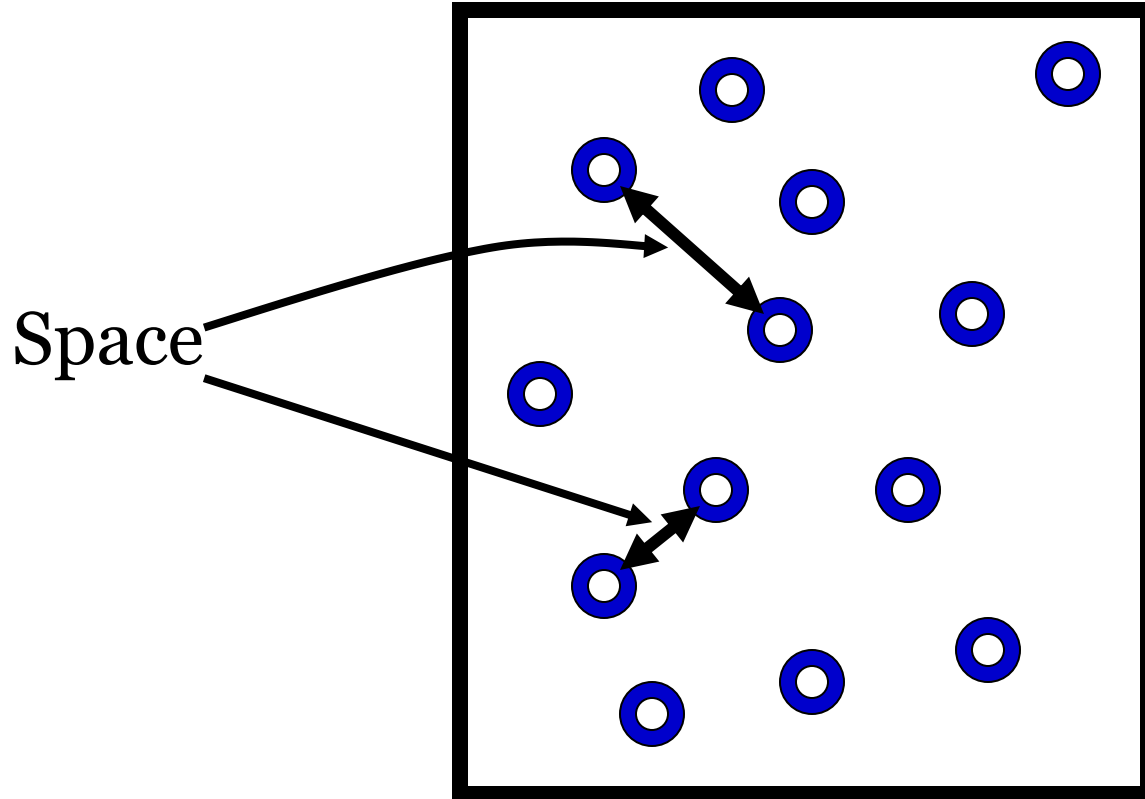


# **Communication & Sales Seminar A**

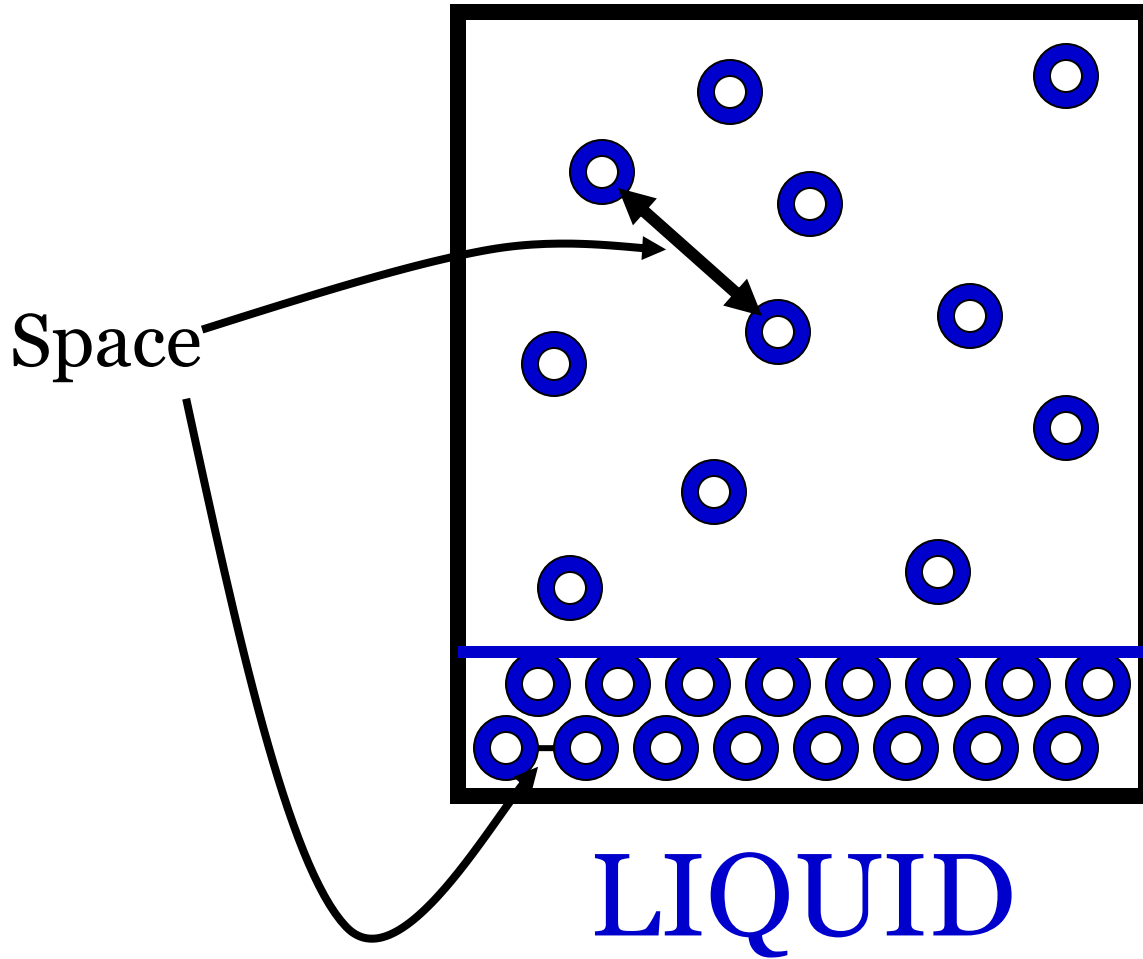
*Based on the works of*  
**L. Ron Hubbard**

## **Section VII: Application!**

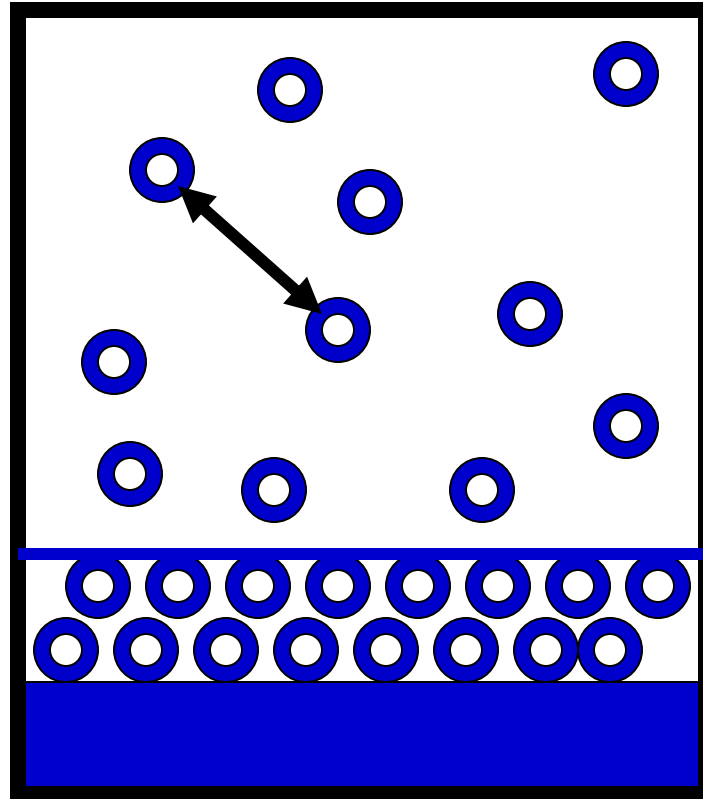
AIR



AIR



AIR



LIQUID

Solid

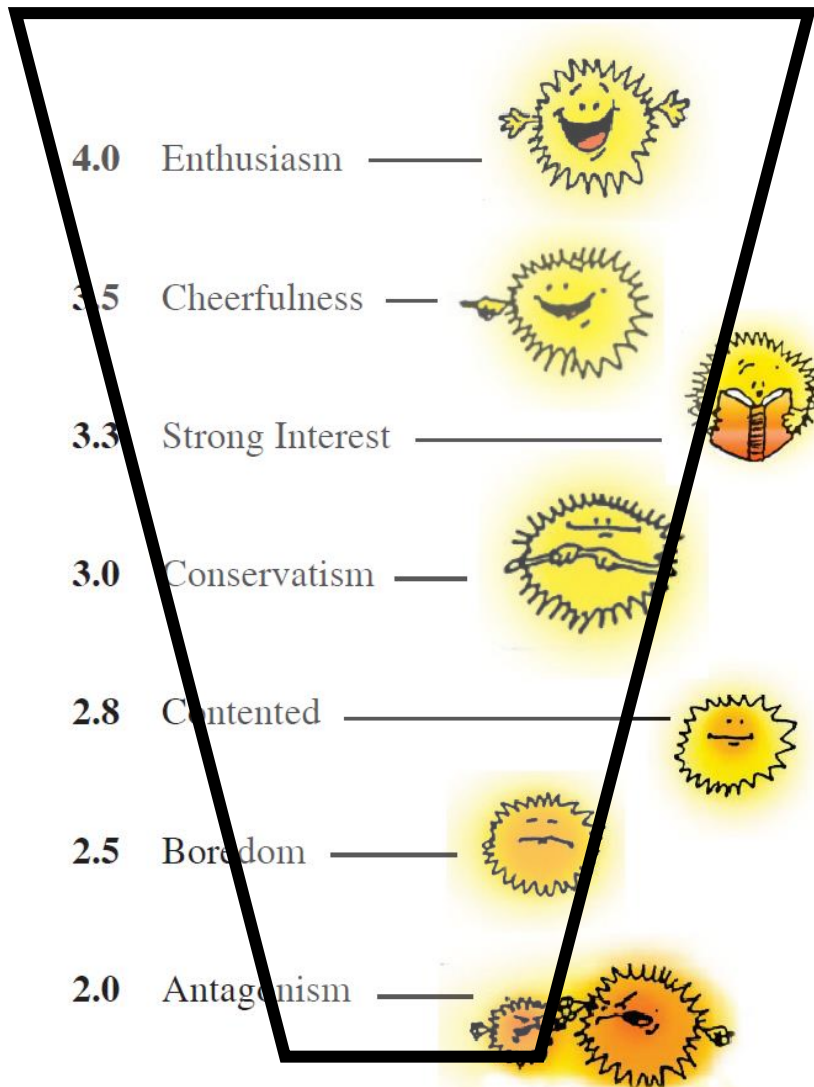
# MEST & The Tone Scale

*By L. Ron Hubbard*

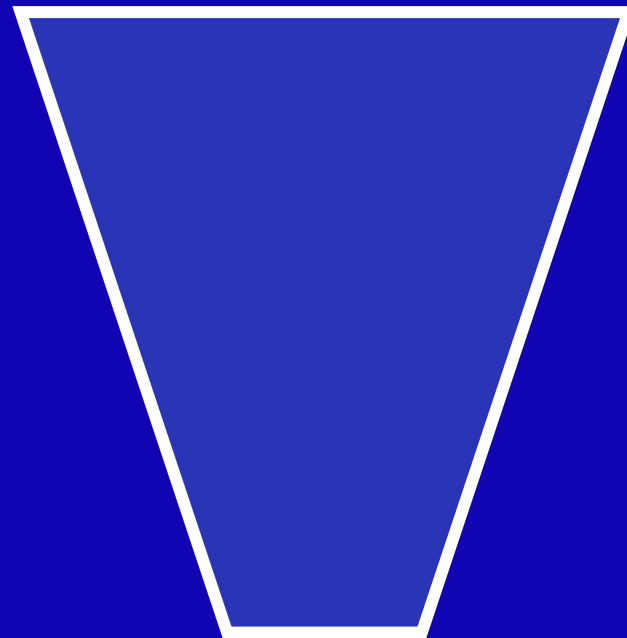
“And he begins to become matter and act like matter, that is, just to the ratio that he goes down the Tone Scale.”

# THE EMOTIONAL TONE SCALE

By L. Ron Hubbard



As you go down the  
Tone Scale you lose  
**SPACE**



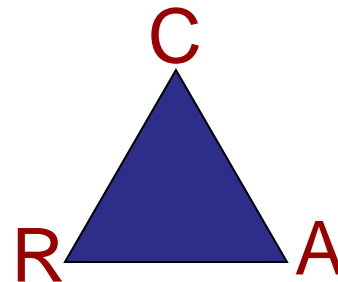
2.2 **Games**

4.0 **Enthusiasm**

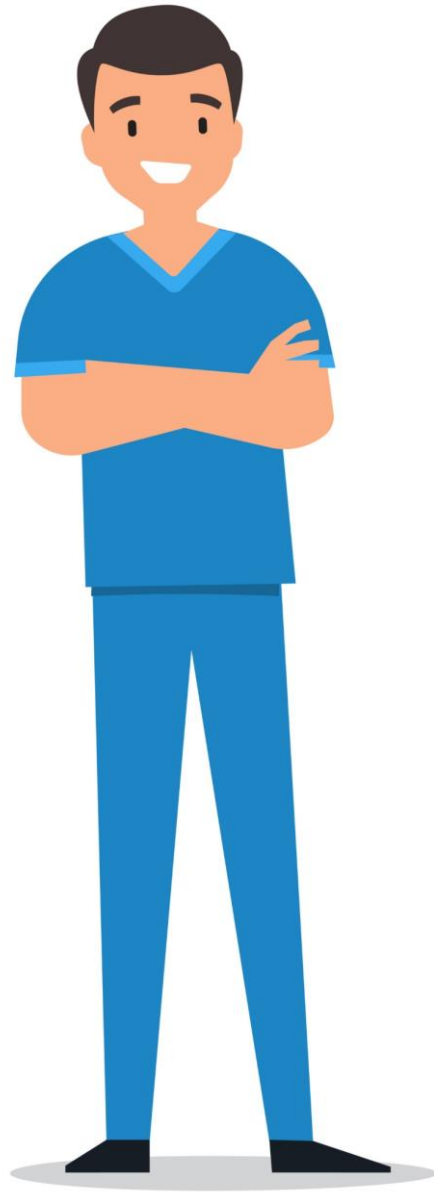
3.0 **Conservatism**

2.0 **Antagonism**

1.0 **Fear**



**MEST**



**Agree**

**Want**

**Inflow**



**Outflow**

**Don't Want**

**Disagree**

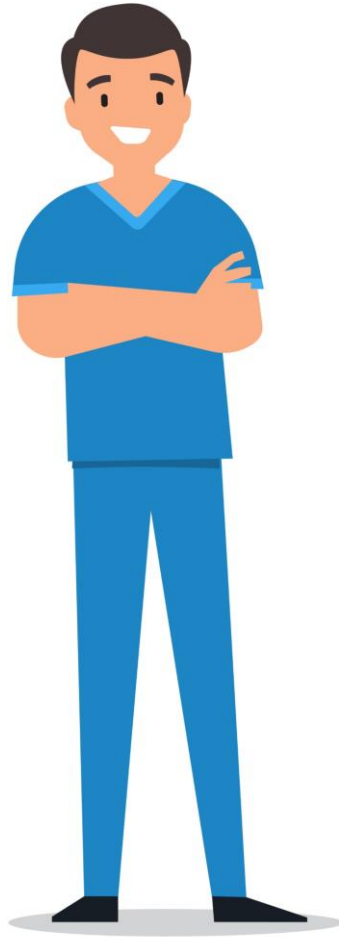


# Hard Sell

*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.”

# Is Hard Sell an Inflow or an Outflow?



**Soft Sell**

**Inflow**



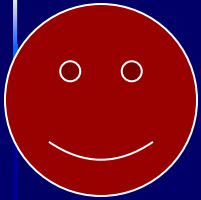
**Outflow**

**Hard Sell**

# The Sales Line

# The Sales Line

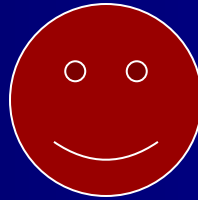
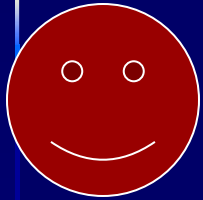
Receptionist



# The Sales Line

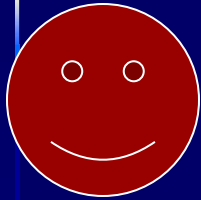
Receptionist

Appt. Secy.

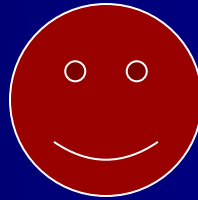


# The Sales Line

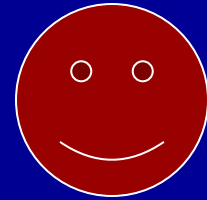
Receptionist



Appt. Secy.



Dr./Diagnosis

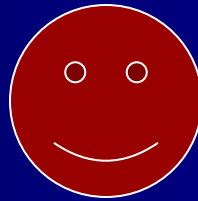


# The Sales Line

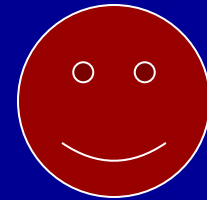
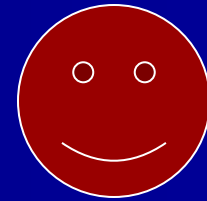
Receptionist



Appt. Secy.



Dr./Diagnosis



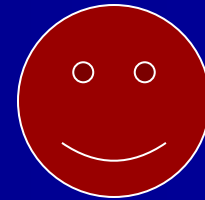
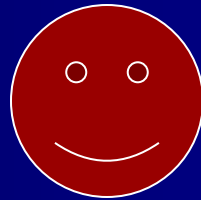
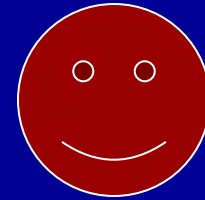
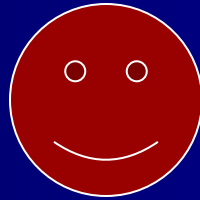
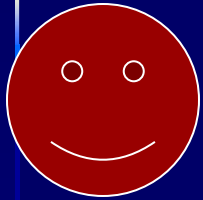
Sales Person

# The Sales Line

Receptionist

Appt. Secy.

Dr./Diagnosis



Fin. Secy.

Sales Person

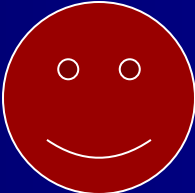
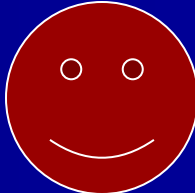
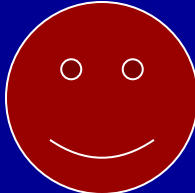
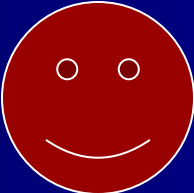


# The Sales Line

Receptionist

Appt. Secy.

Dr./Diagnosis



Appt. Secy.

Fin. Secy.

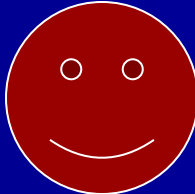
Sales Person

# The Sales Line

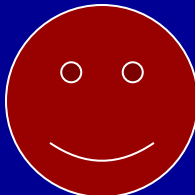
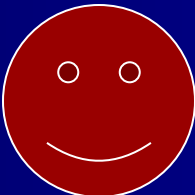
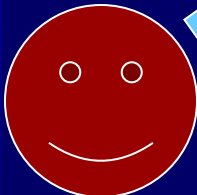
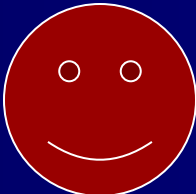
Receptionist

Appt. Secy.

Dr./Diagnosis



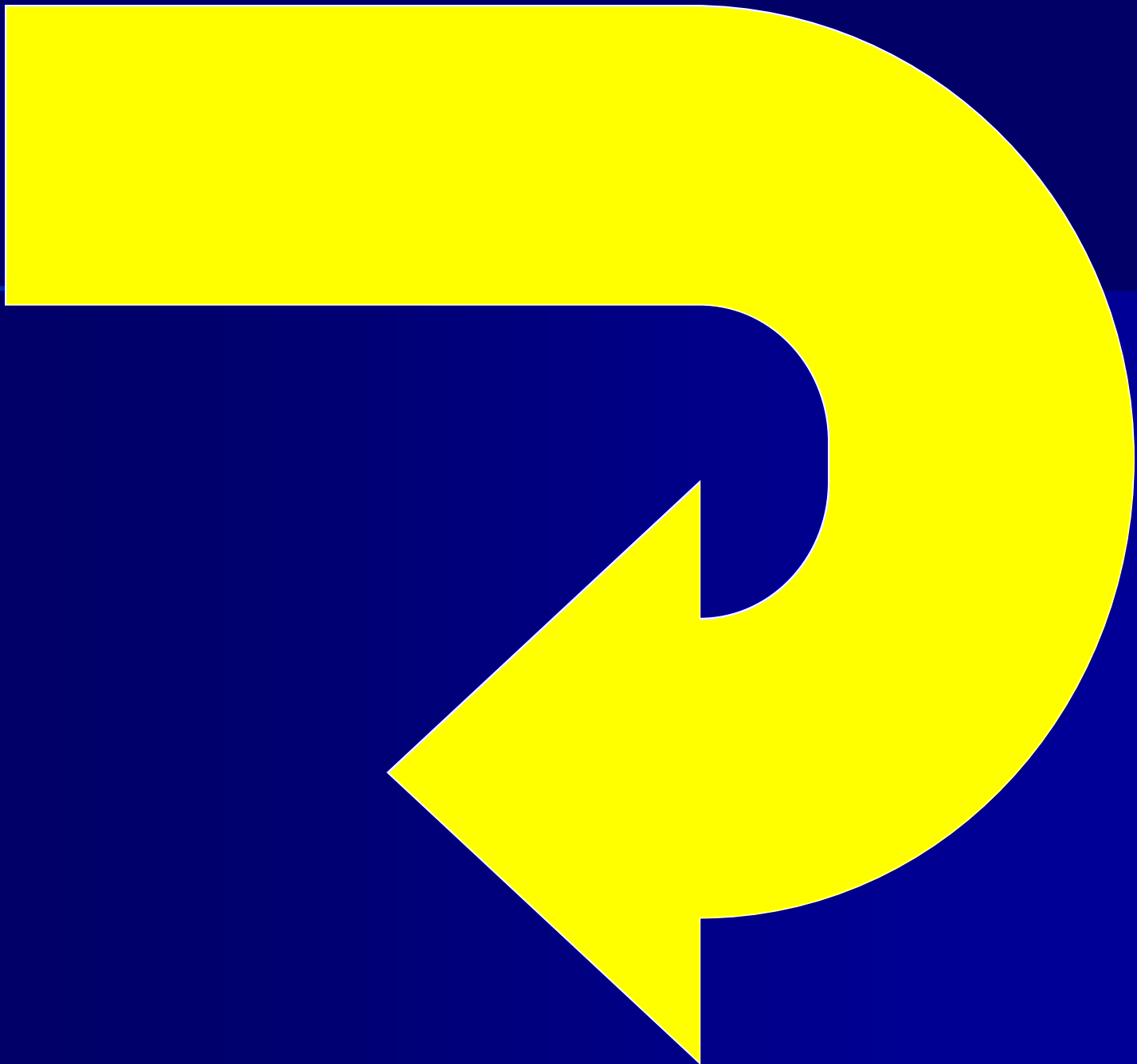
Dr./Treatment



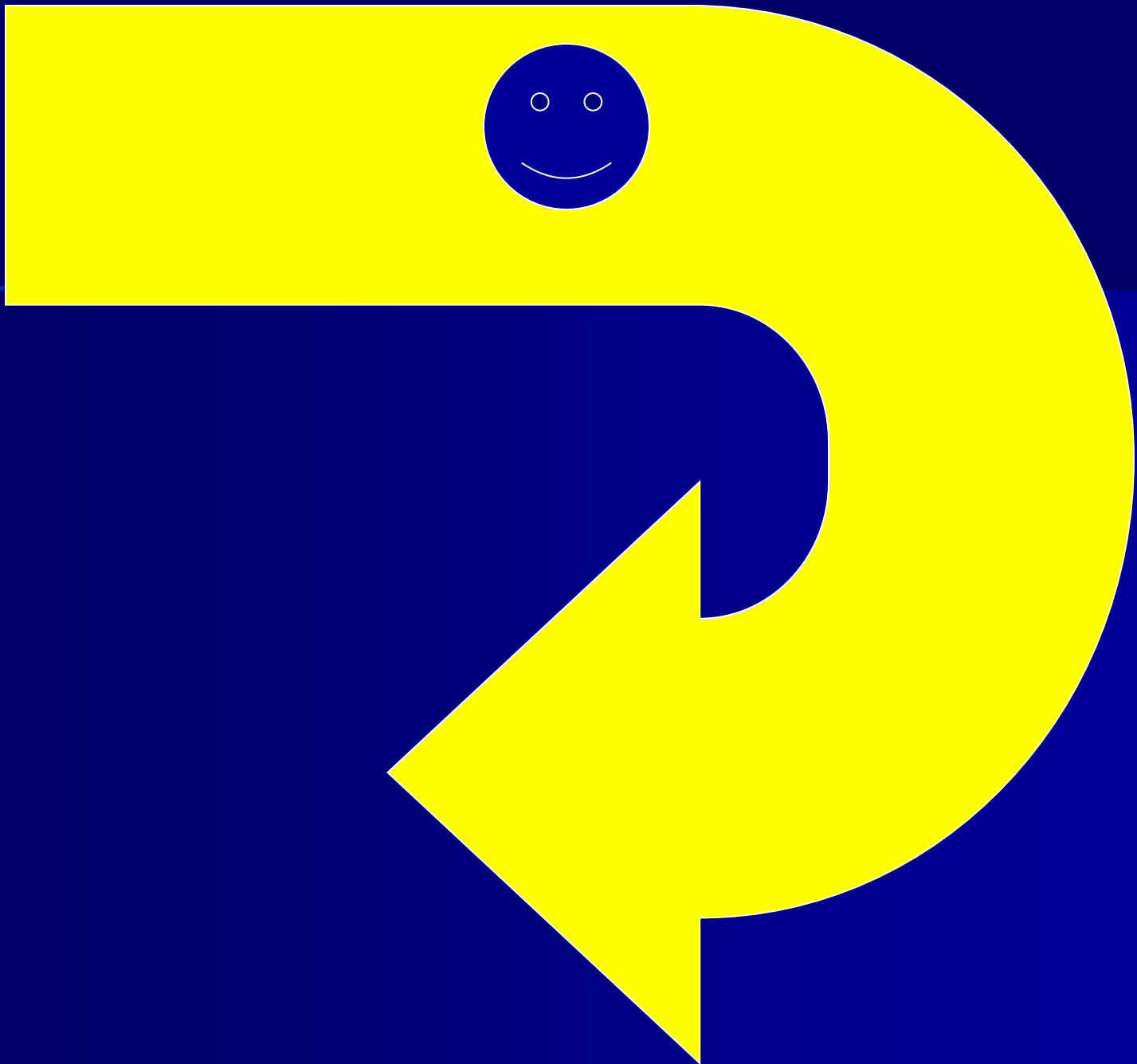
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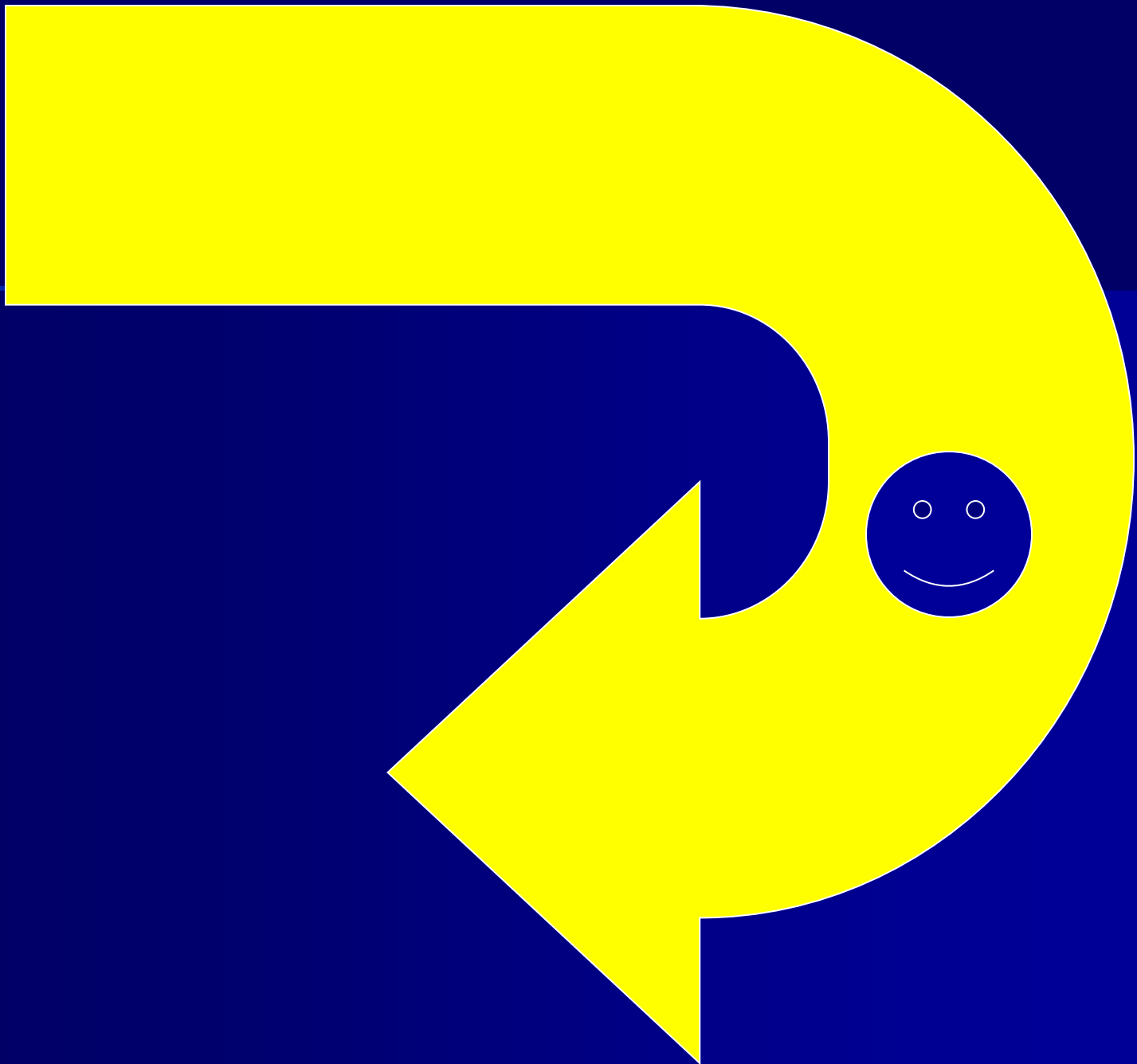
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Sales Person

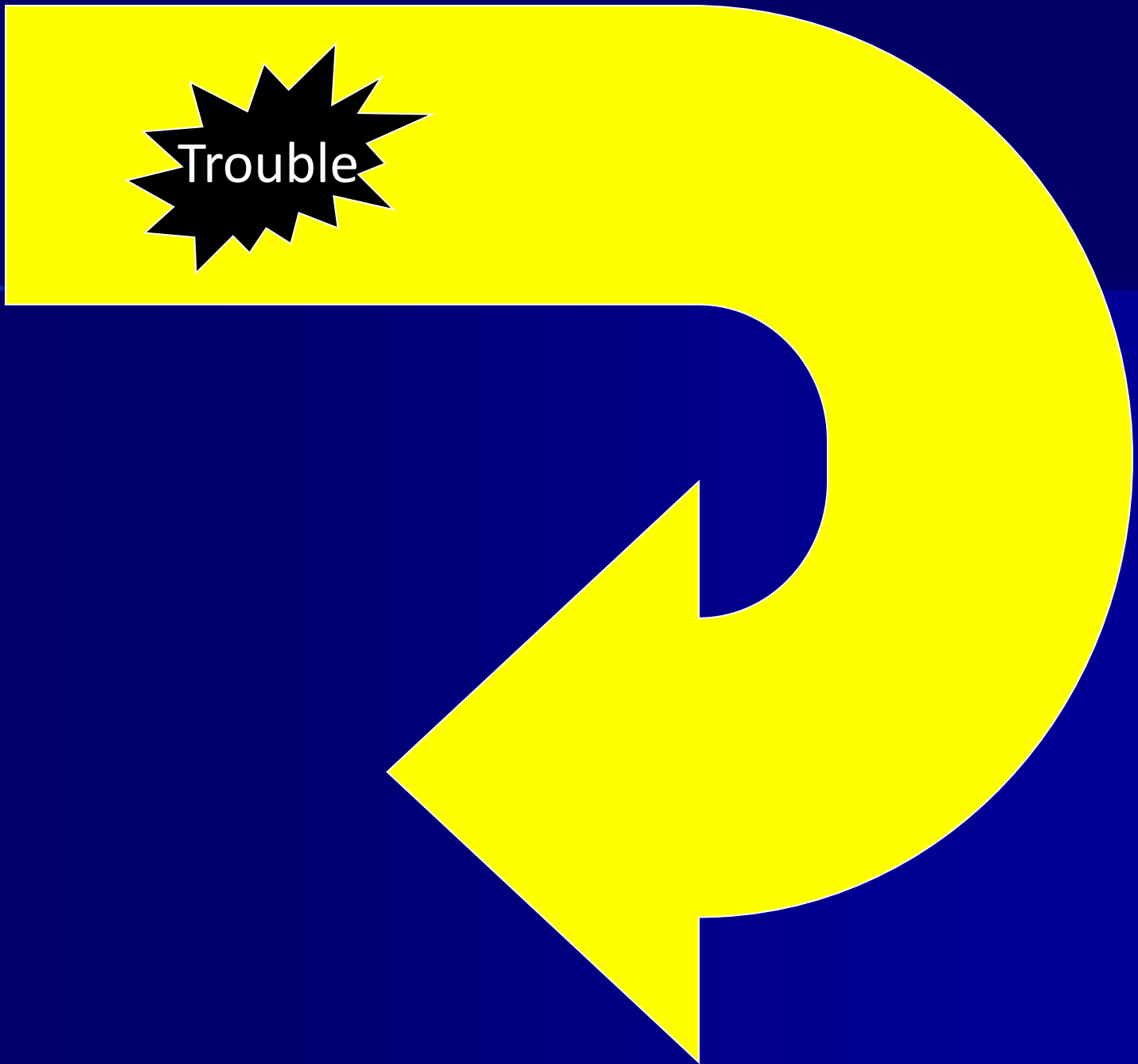














# What Stops Your Hard Sell?

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

# 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.”

THE END!