



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

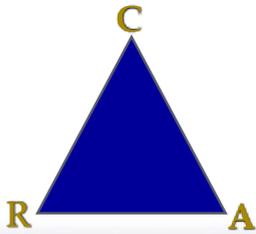
By L. Ron Hubbard

“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

From the works of L. Ron Hubbard



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The ARC Triangle

From the works of L. Ron Hubbard

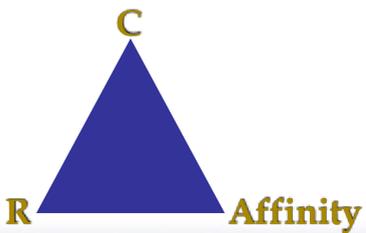
Communication



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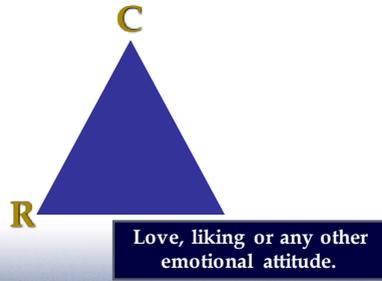
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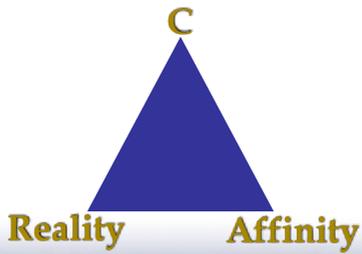
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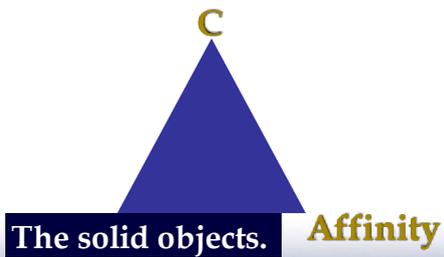
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The ARC Triangle

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The ARC Triangle

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C

The solid objects.
Reality is fundamentally
agreement.

Affinity

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Communication

Reality

Affinity

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The ARC Triangle

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An interchange of ideas
between two people.

Reality

Affinity

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The ARC Triangle

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Communication

= Understanding

Reality

Affinity

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The ARC Triangle

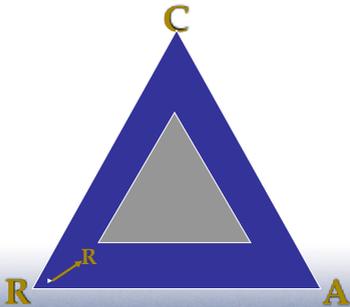
By L. Ron Hubbard

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

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The ARC Triangle

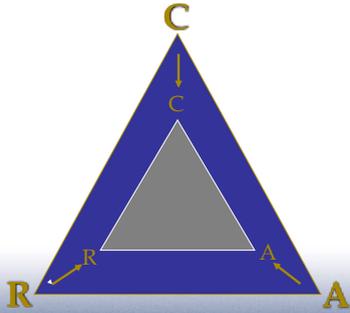
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The ARC Triangle

From the works of L. Ron Hubbard



The ARC Triangle

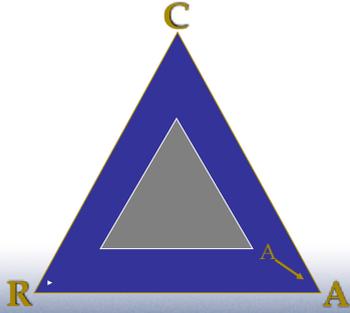
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"One can't rehabilitate one without rehabilitating the other two."

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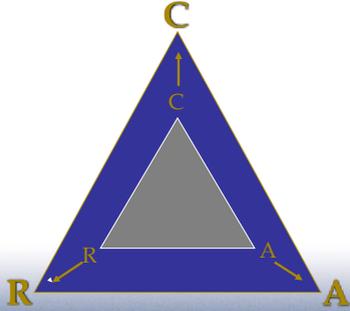
The ARC Triangle

From the works of L. Ron Hubbard



The ARC Triangle

From the works of L. Ron Hubbard



The ARC Triangle

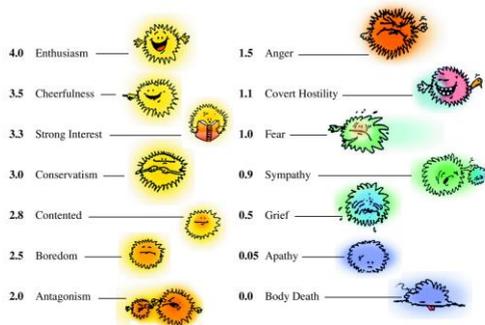
By L. Ron Hubbard

“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

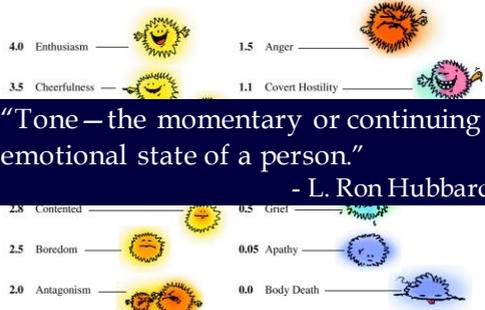
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THE EMOTIONAL TONE SCALE

By L. Ron Hubbard

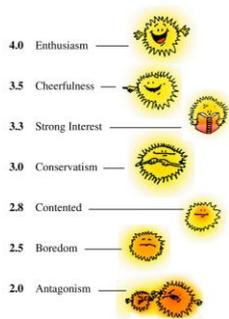


**"Tone – the momentary or continuing emotional state of a person."
- L. Ron Hubbard**

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THE EMOTIONAL TONE SCALE

By L. Ron Hubbard



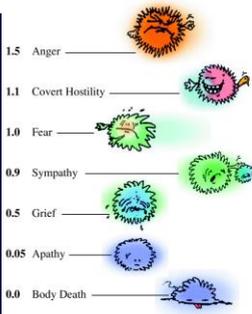
**"Affinity, Reality and Communication ascend and descend the Tone Scale in unison."
- L. Ron Hubbard**

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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!



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The Tone Scale

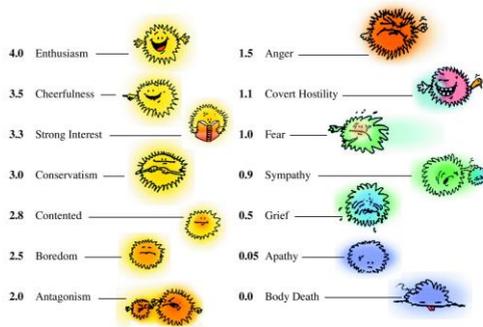
By L. Ron Hubbard

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

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

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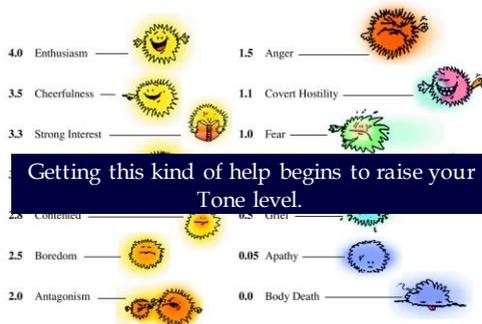
Where are you on the Emotional Tone Scale?



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THE EMOTIONAL TONE SCALE

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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



How Effective Are You
With The 60%?
