

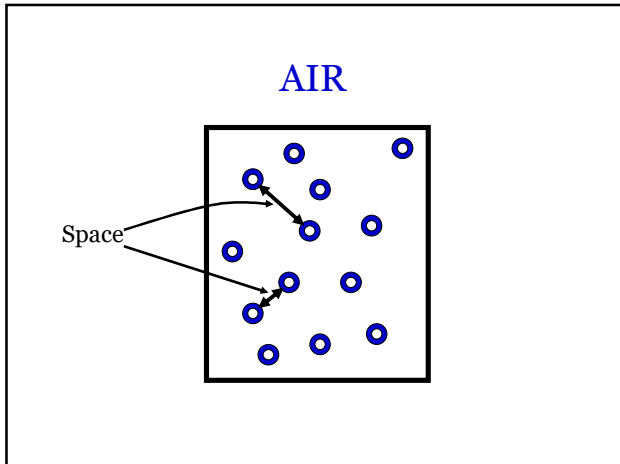


**Communication &
Sales Seminar A**

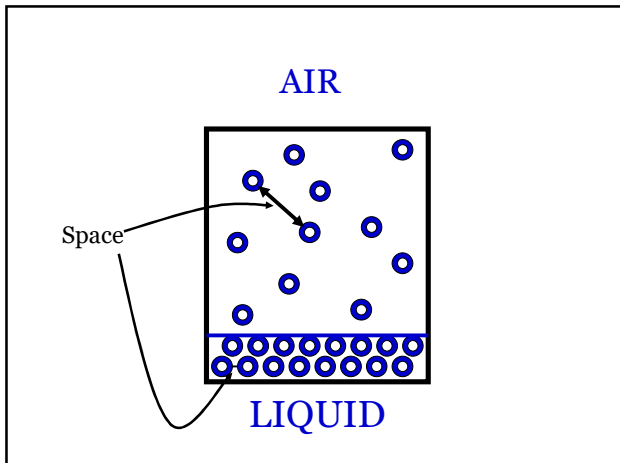
*Based on the works of
L. Ron Hubbard*

Section V: Application!

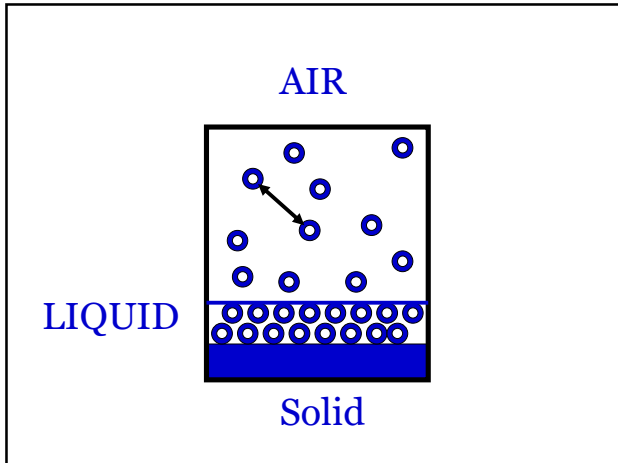
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MEST & The Tone Scale

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.”

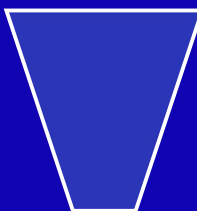
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THE EMOTIONAL TONE SCALE

By L. Ron Hubbard

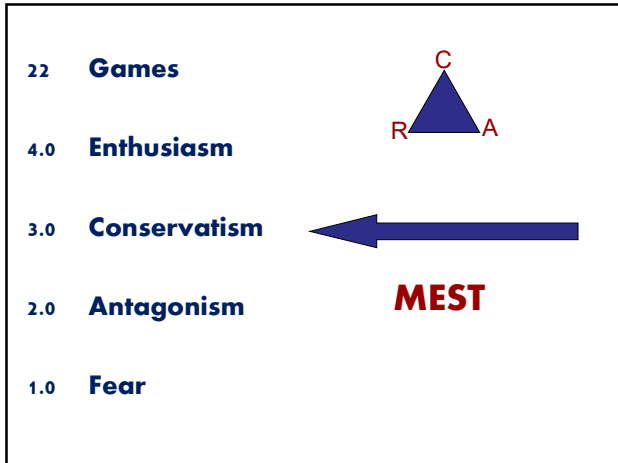
4.0	Enthusiasm	☀️
3.5	Cheerfulness	😊
3.3	Strong Interest	📺
3.0	Conservatism	👁️
2.8	Contented	😊
2.5	Boredom	😐
2.0	Antagonism	😡

As you go down the
Tone Scale you lose
SPACE



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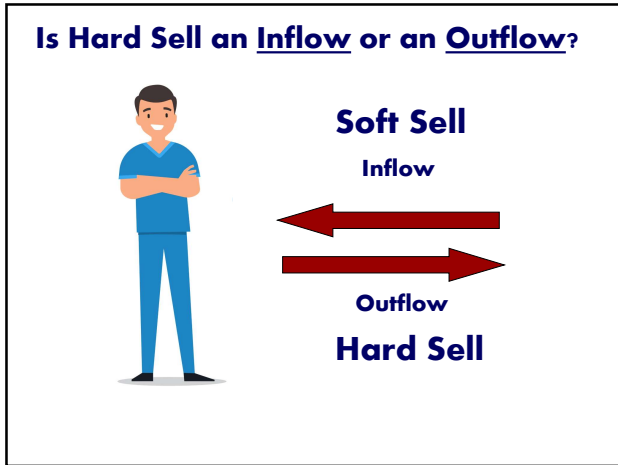
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Hard Sell

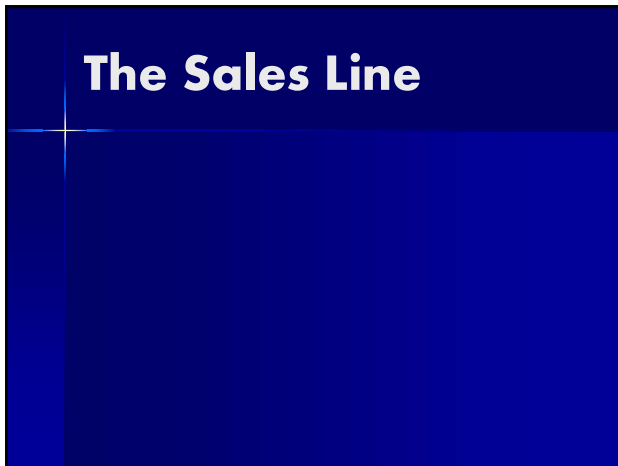
By L. Ron Hubbard

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

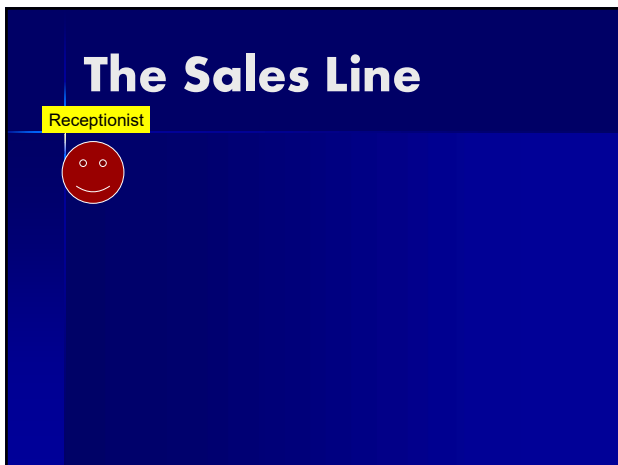
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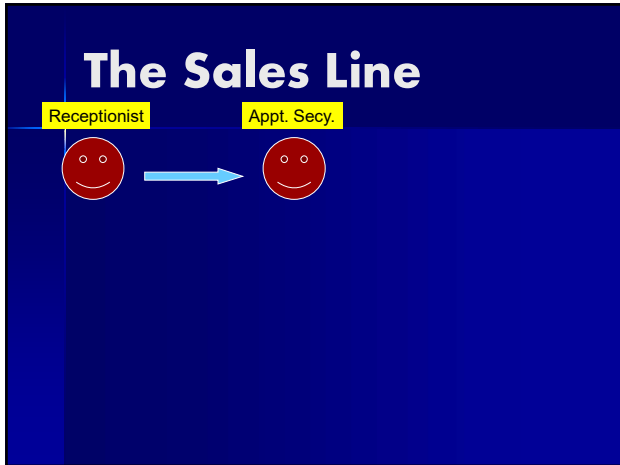
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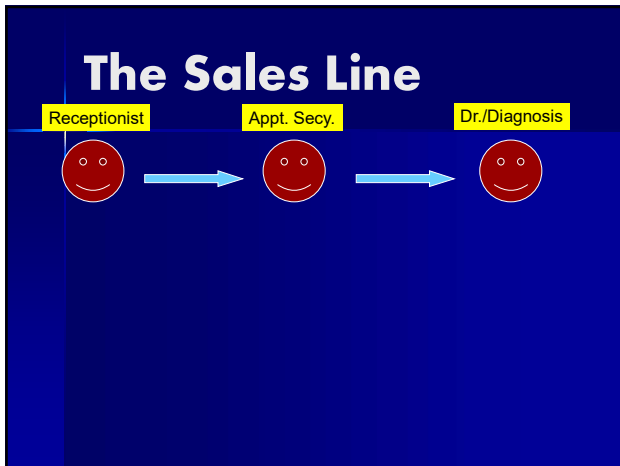
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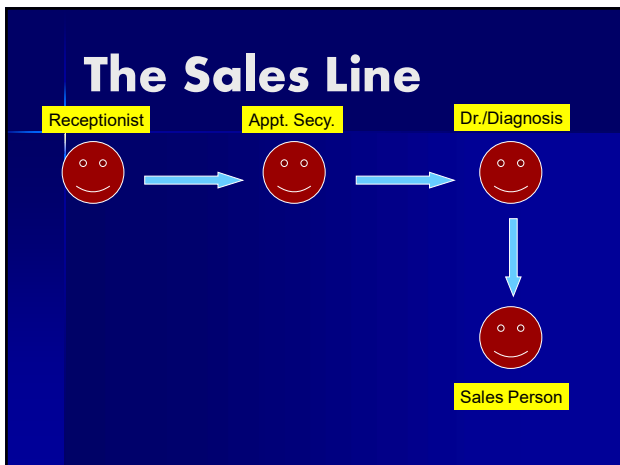
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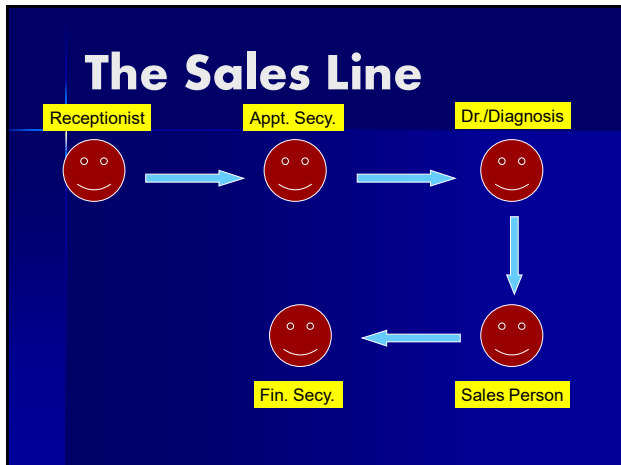
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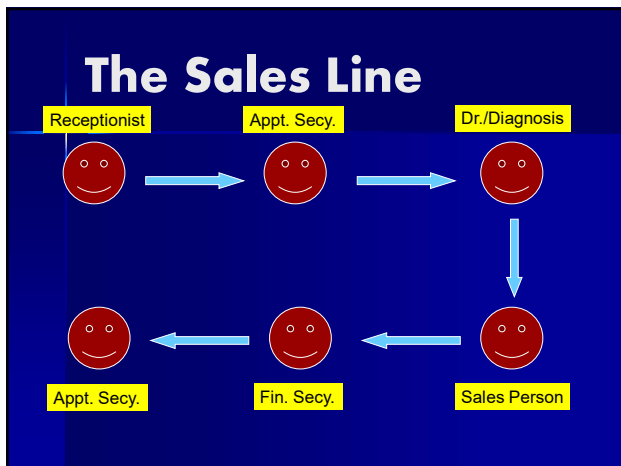
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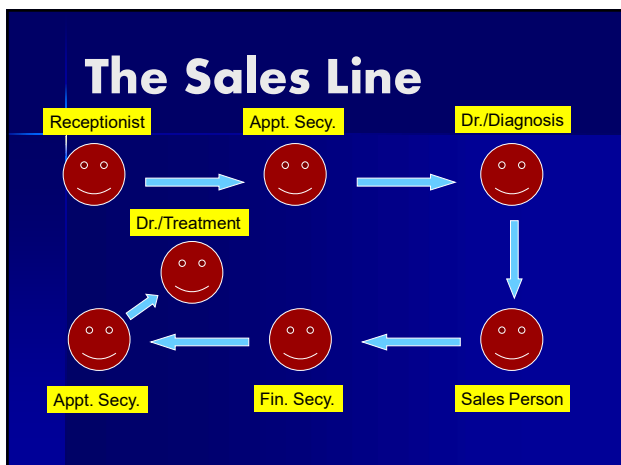
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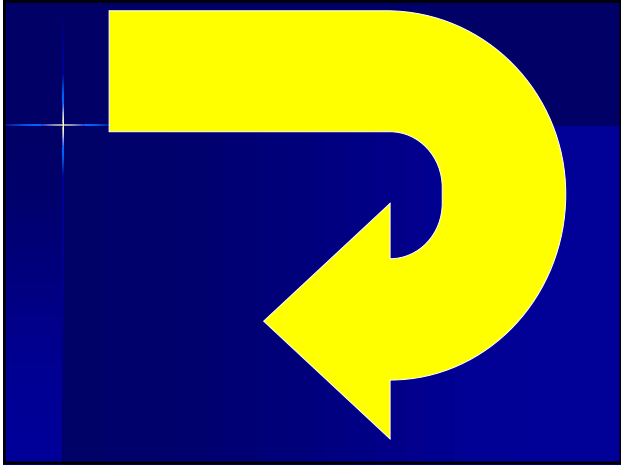
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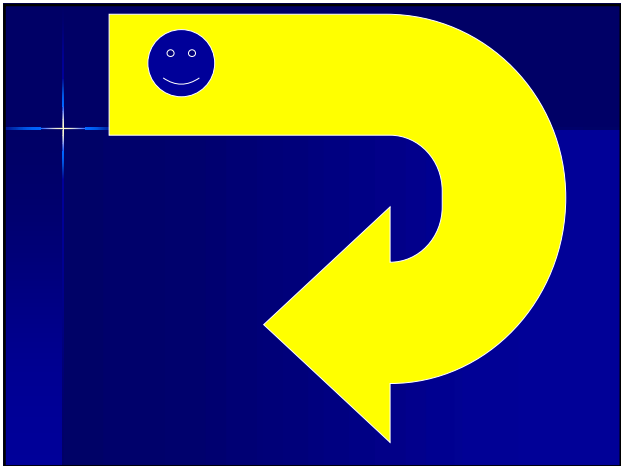
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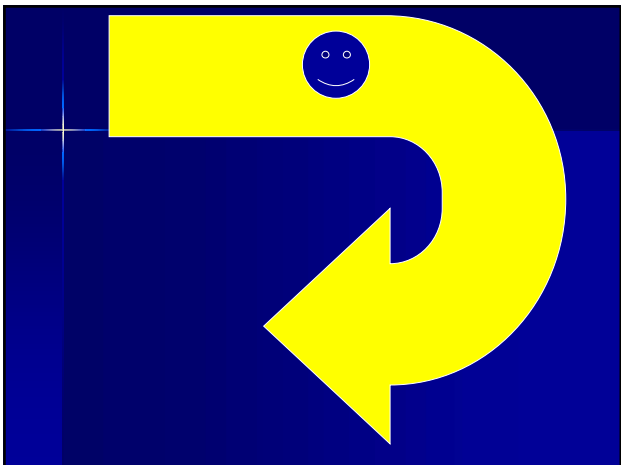
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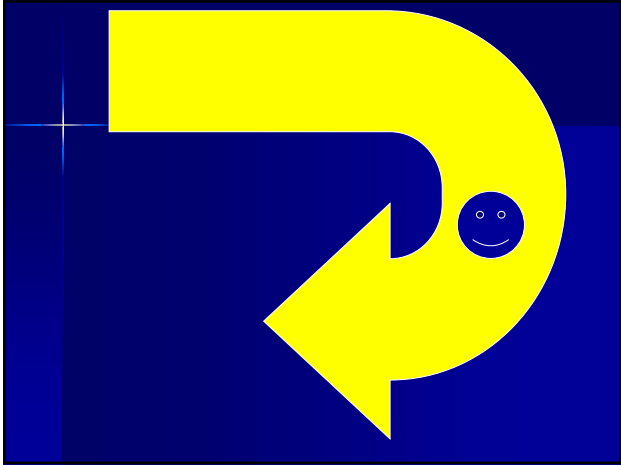
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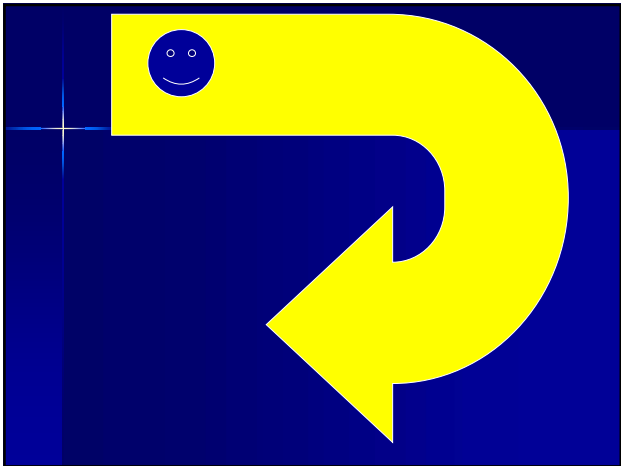
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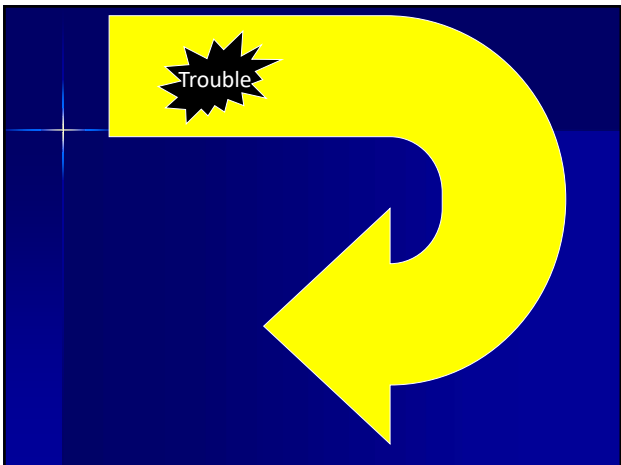
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What Stops Your Hard Sell?

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

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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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