



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.”

Reasonable Defined

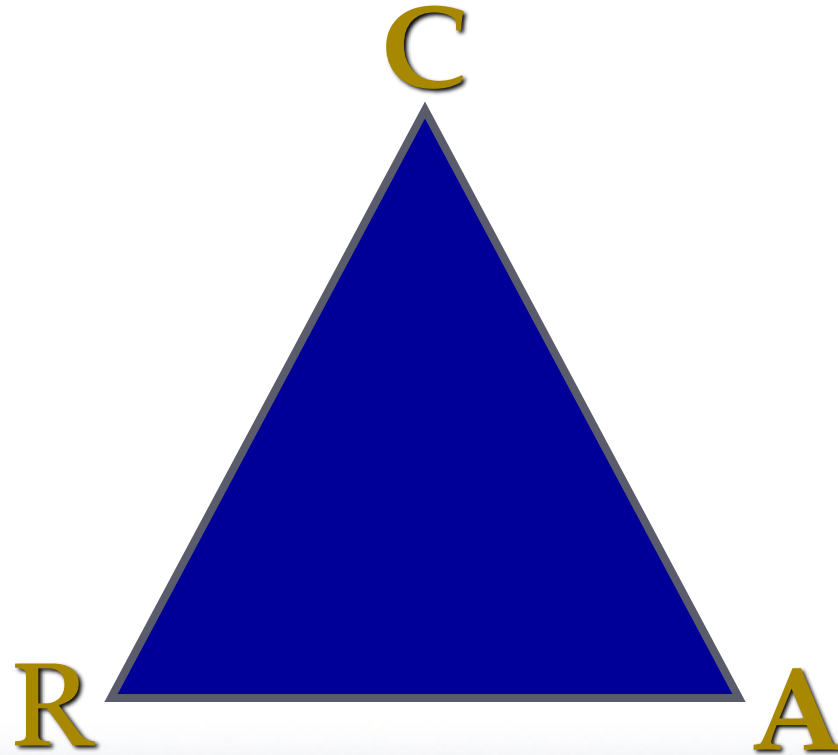
By L. Ron Hubbard

“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.”

The ARC Triangle

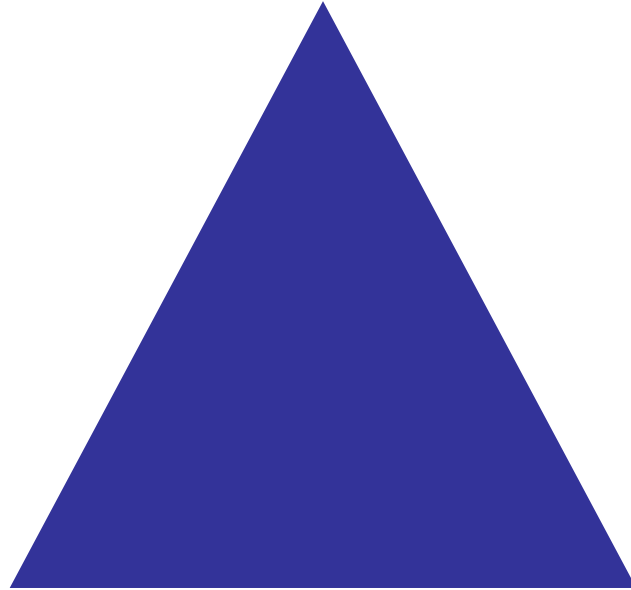
From the works of L. Ron Hubbard



The ARC Triangle

From the works of L. Ron Hubbard

Communication

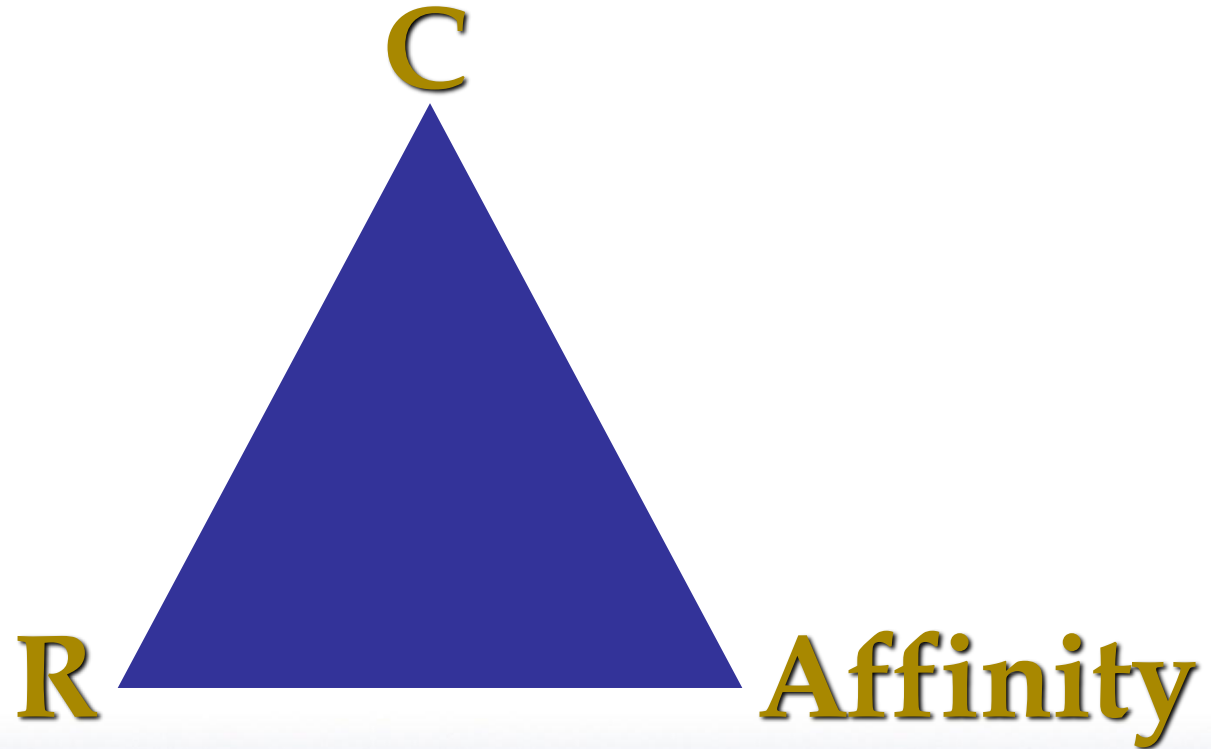


Reality

Affinity

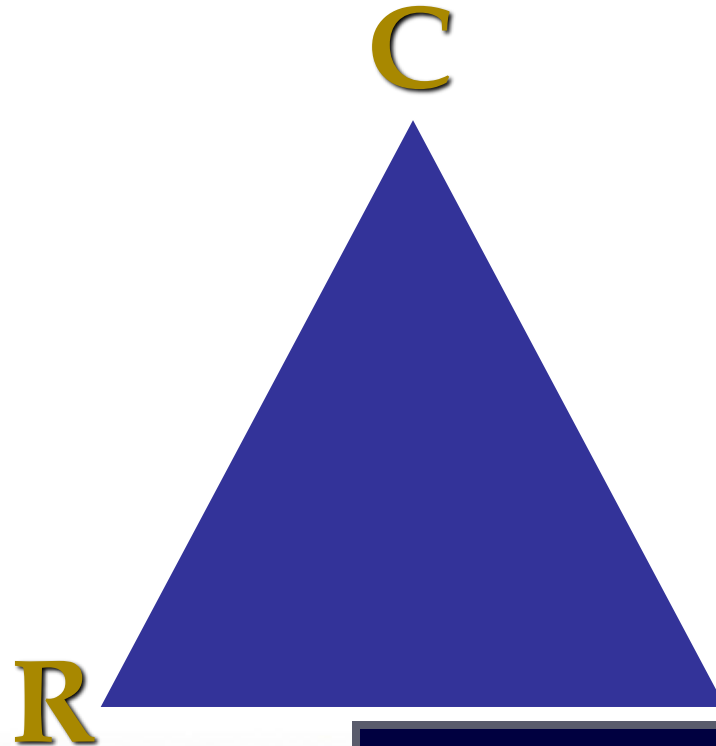
The ARC Triangle

From the works of L. Ron Hubbard



The ARC Triangle

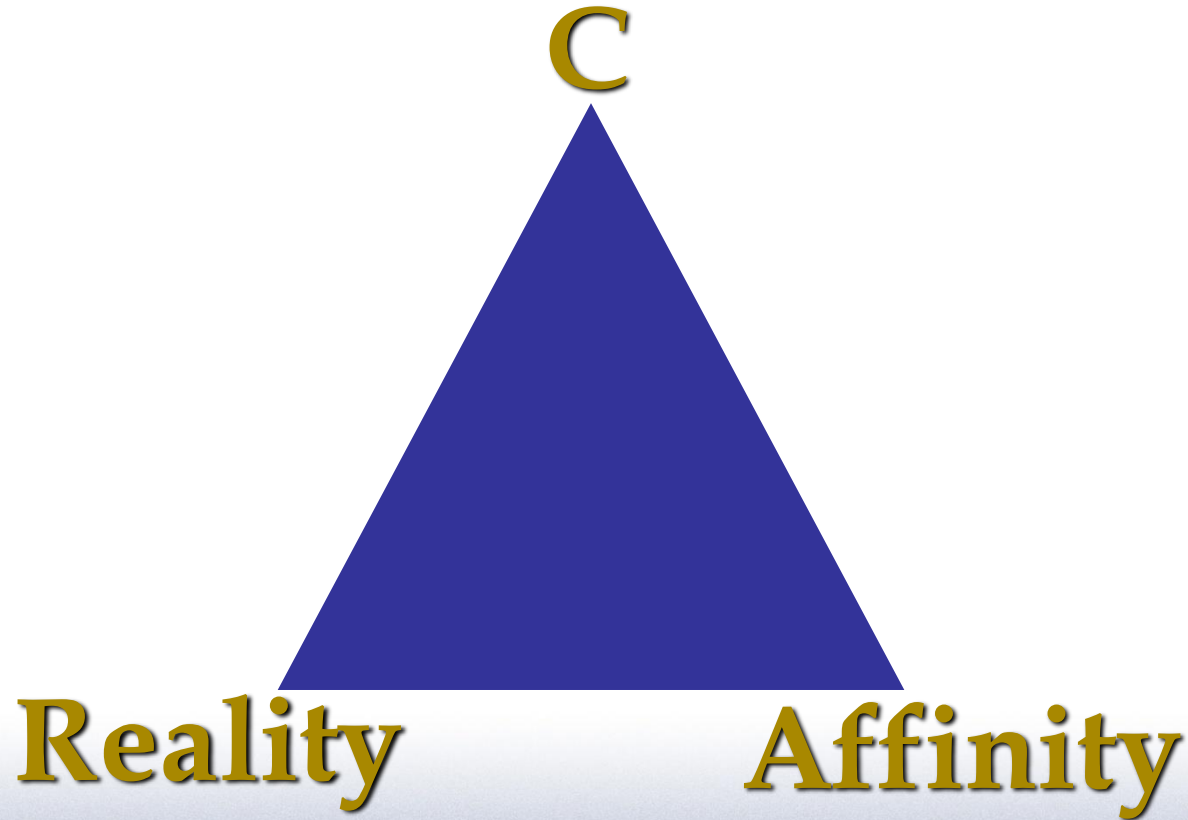
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**Love, liking or any other
emotional attitude.**

The ARC Triangle

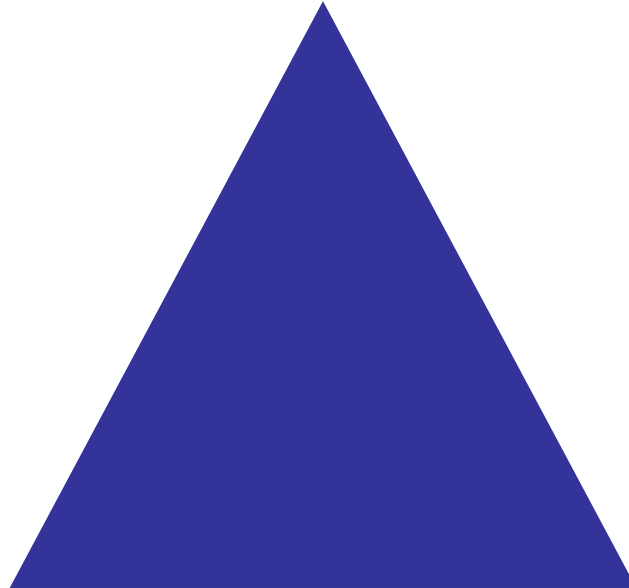
From the works of L. Ron Hubbard



The ARC Triangle

From the works of L. Ron Hubbard

C



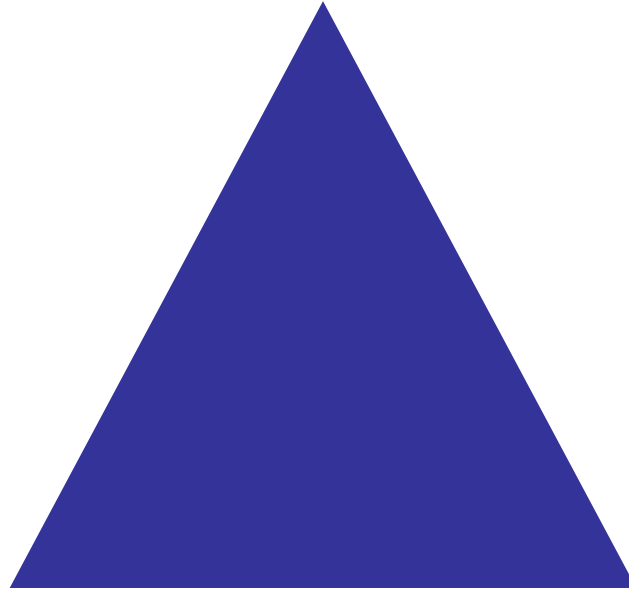
The solid objects.

Affinity

The ARC Triangle

From the works of L. Ron Hubbard

C



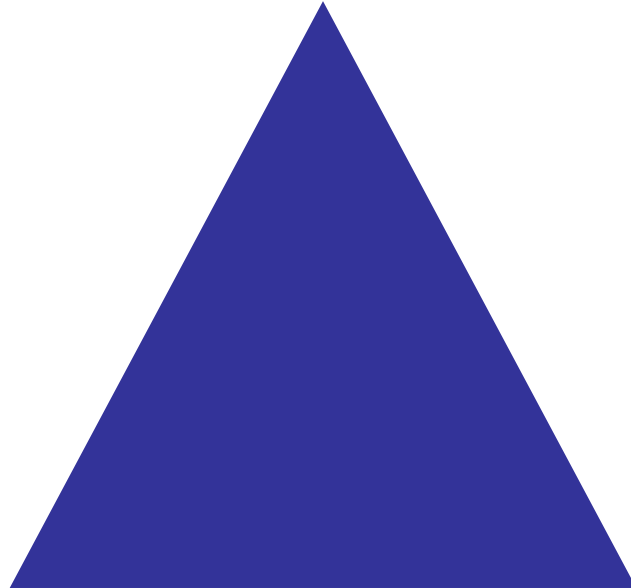
The solid objects.
Reality is fundamentally
agreement.

Affinity

The ARC Triangle

From the works of L. Ron Hubbard

Communication



Reality

Affinity

The ARC Triangle

From the works of L. Ron Hubbard

An interchange of ideas
between two people.

Reality

Affinity

The ARC Triangle

From the works of L. Ron Hubbard

Communication

= Understanding

Reality

Affinity

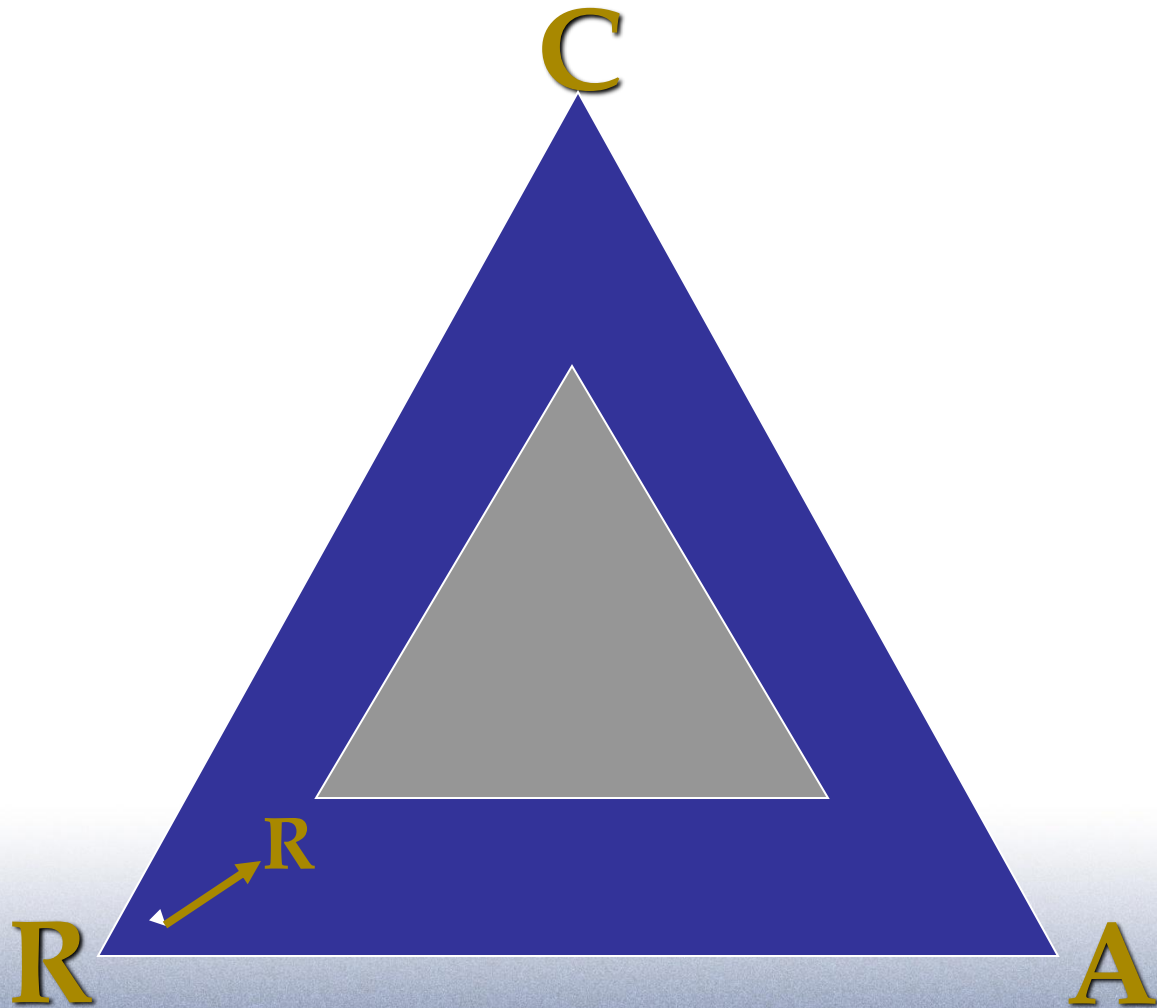
The ARC Triangle

By L. Ron Hubbard

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

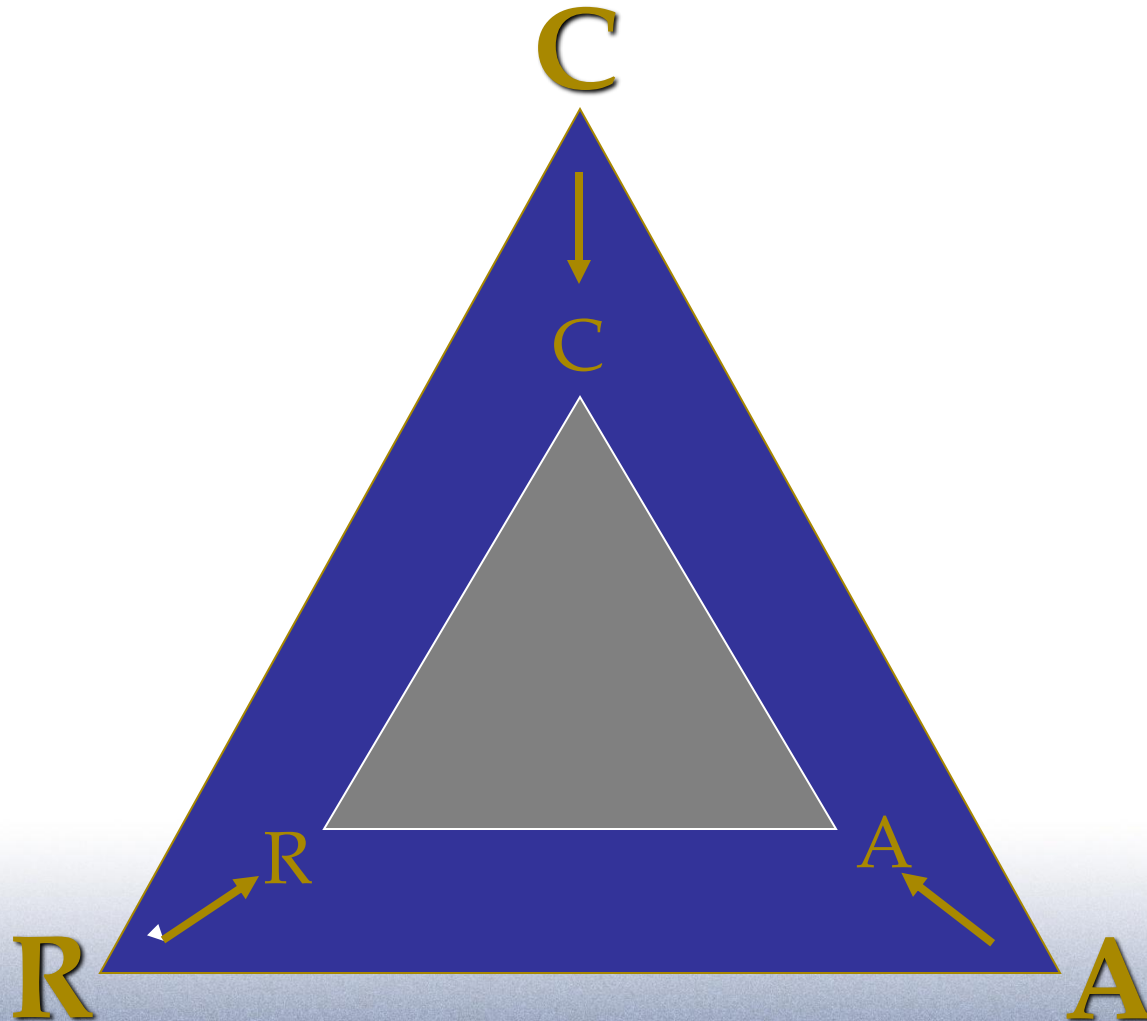
The ARC Triangle

From the works of L. Ron Hubbard



The ARC Triangle

From the works of L. Ron Hubbard



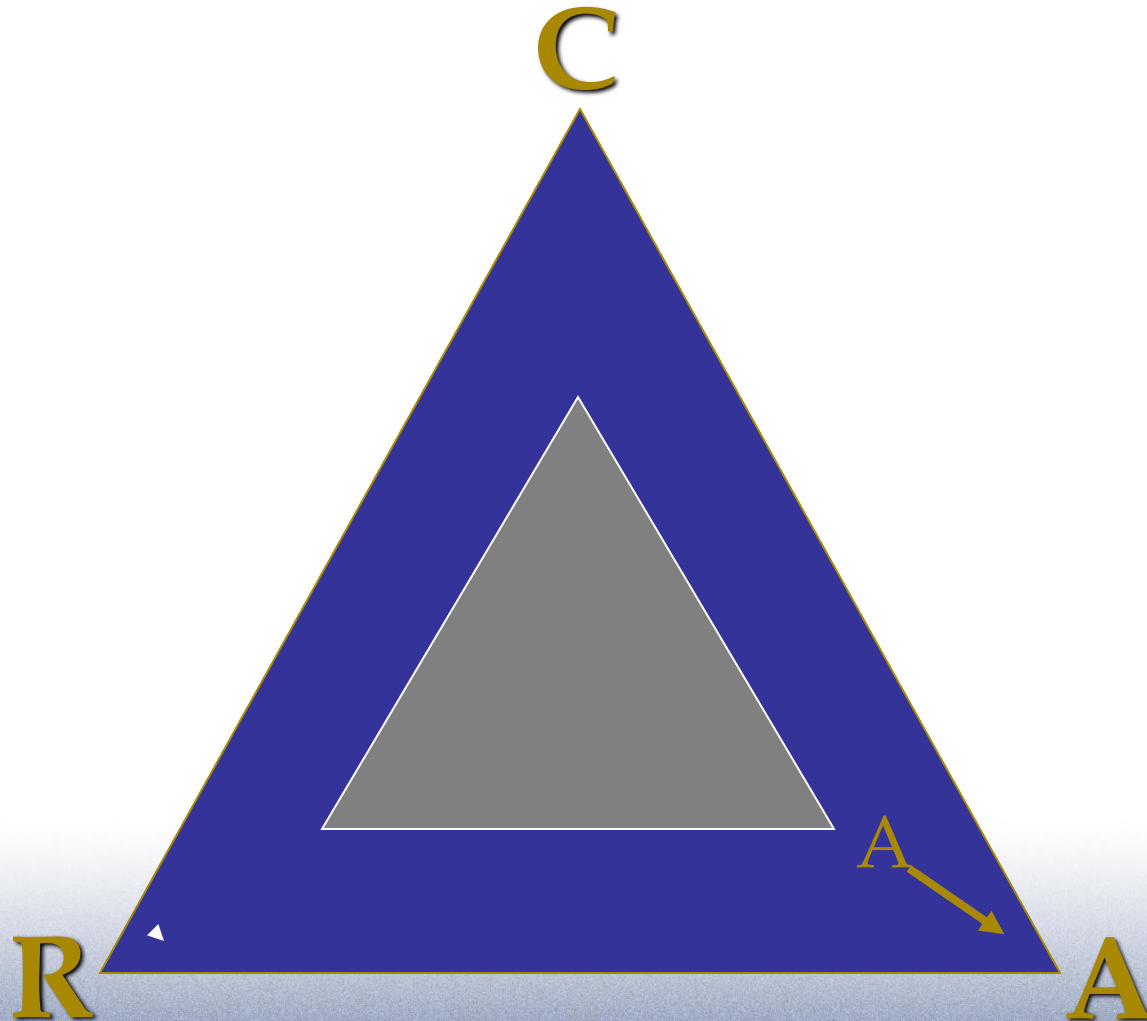
The ARC Triangle

By L. Ron Hubbard

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

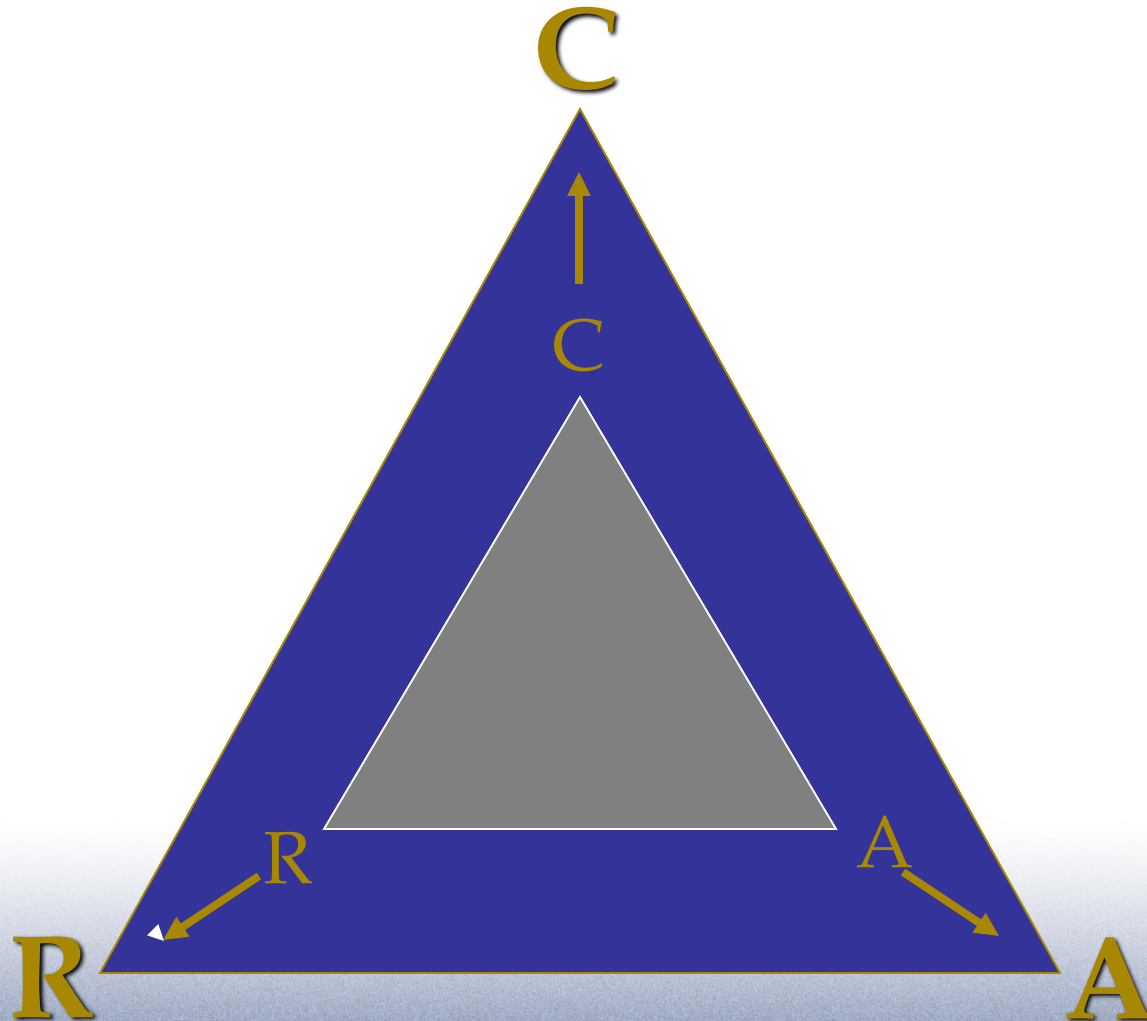
The ARC Triangle

From the works of L. Ron Hubbard



The ARC Triangle

From the works of L. Ron Hubbard



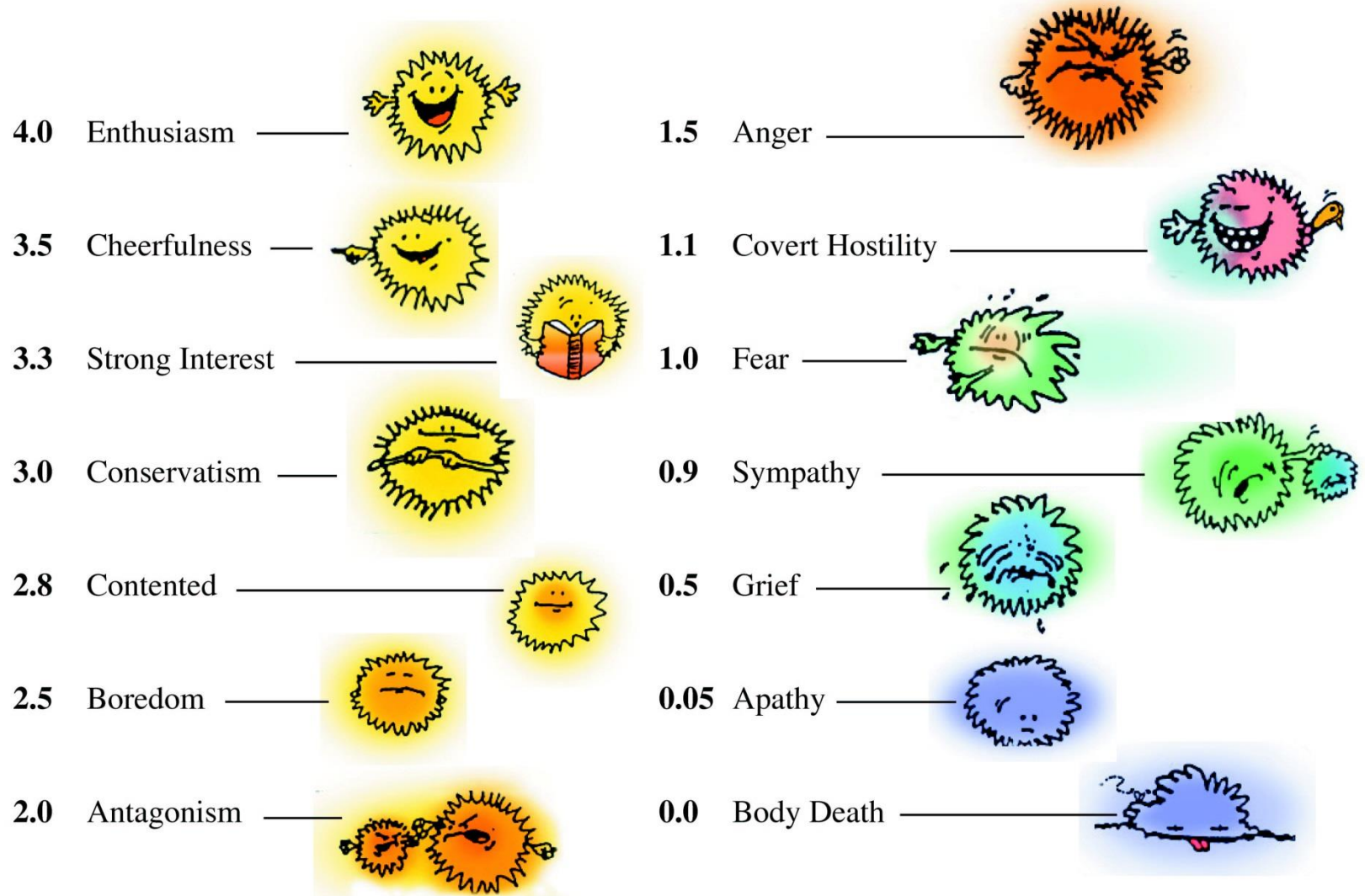
The ARC Triangle

By L. Ron Hubbard

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

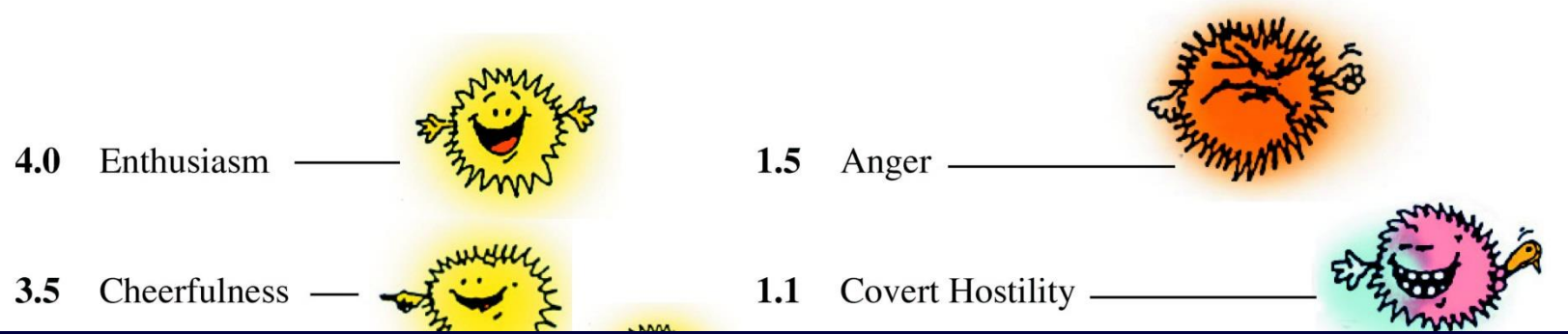
THE EMOTIONAL TONE SCALE

By L. Ron Hubbard

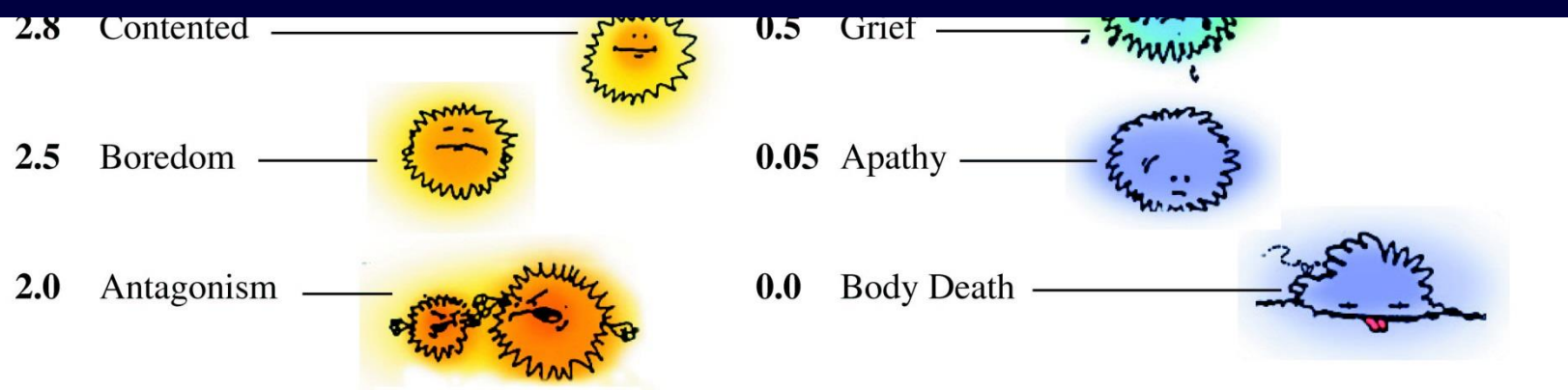


THE EMOTIONAL TONE SCALE

By L. Ron Hubbard

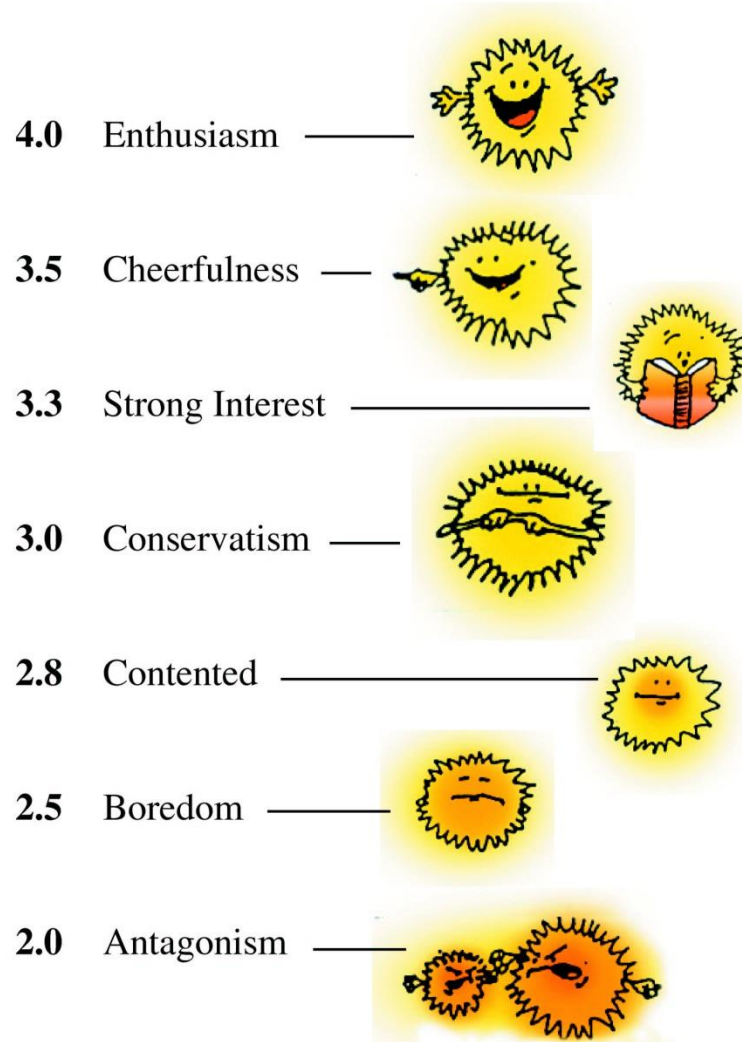


“Tone – the momentary or continuing emotional state of a person.”
- L. Ron Hubbard



THE EMOTIONAL TONE SCALE

By L. Ron Hubbard



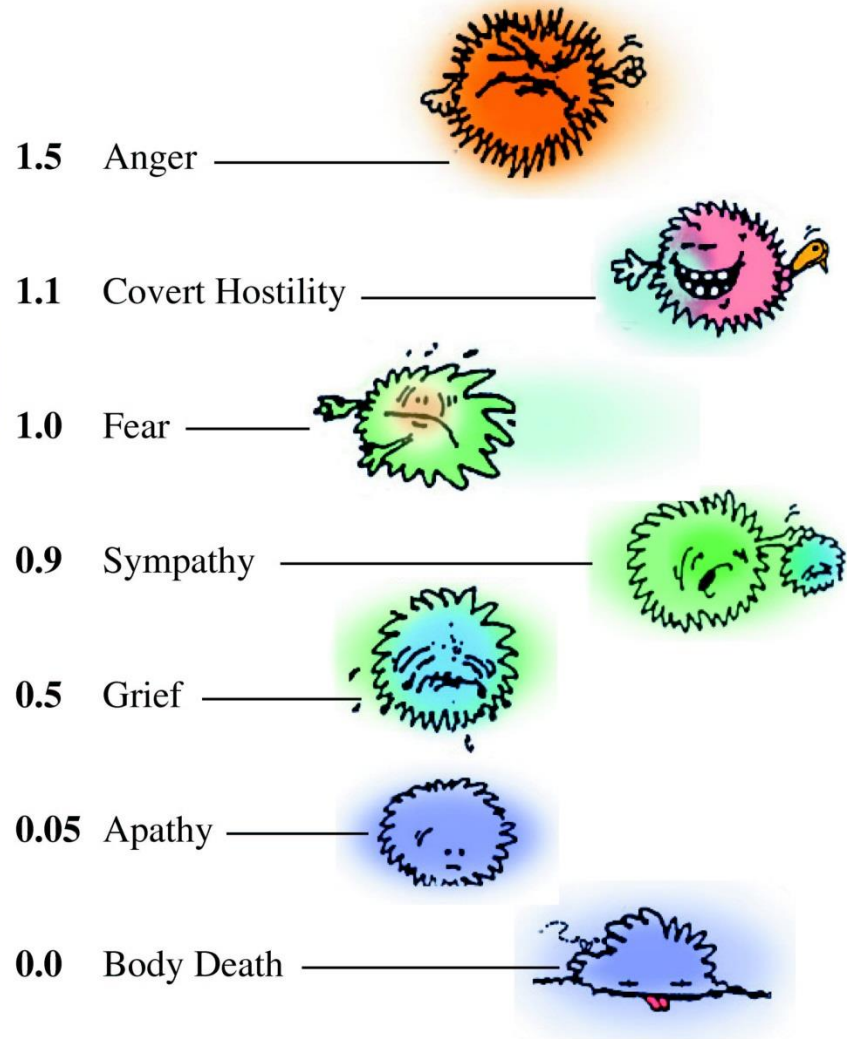
“Affinity, Reality and
Communication
ascend and descend
the Tone Scale in
unison.”

- L. Ron Hubbard

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!



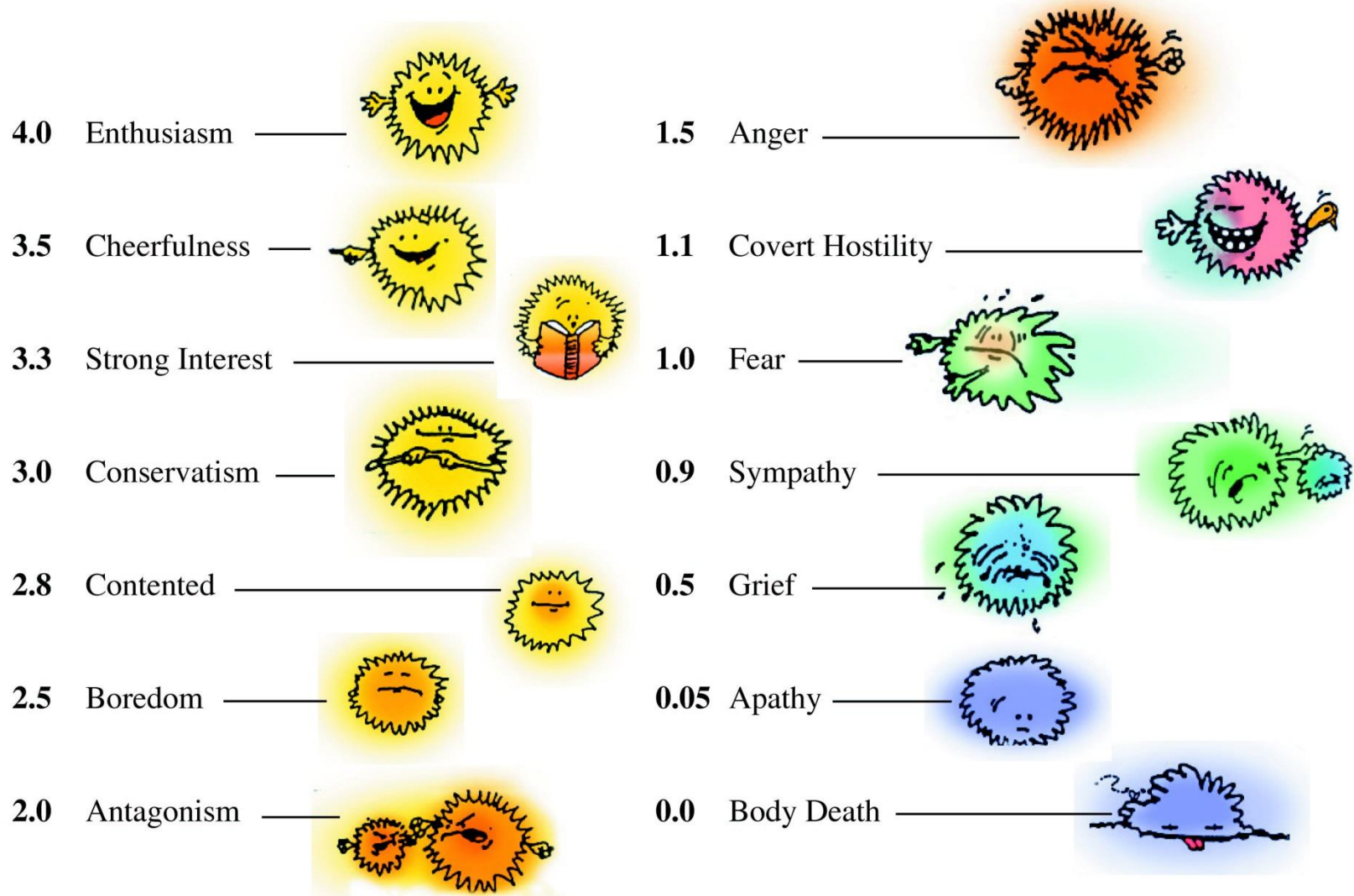
The Tone Scale

By L. Ron Hubbard

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

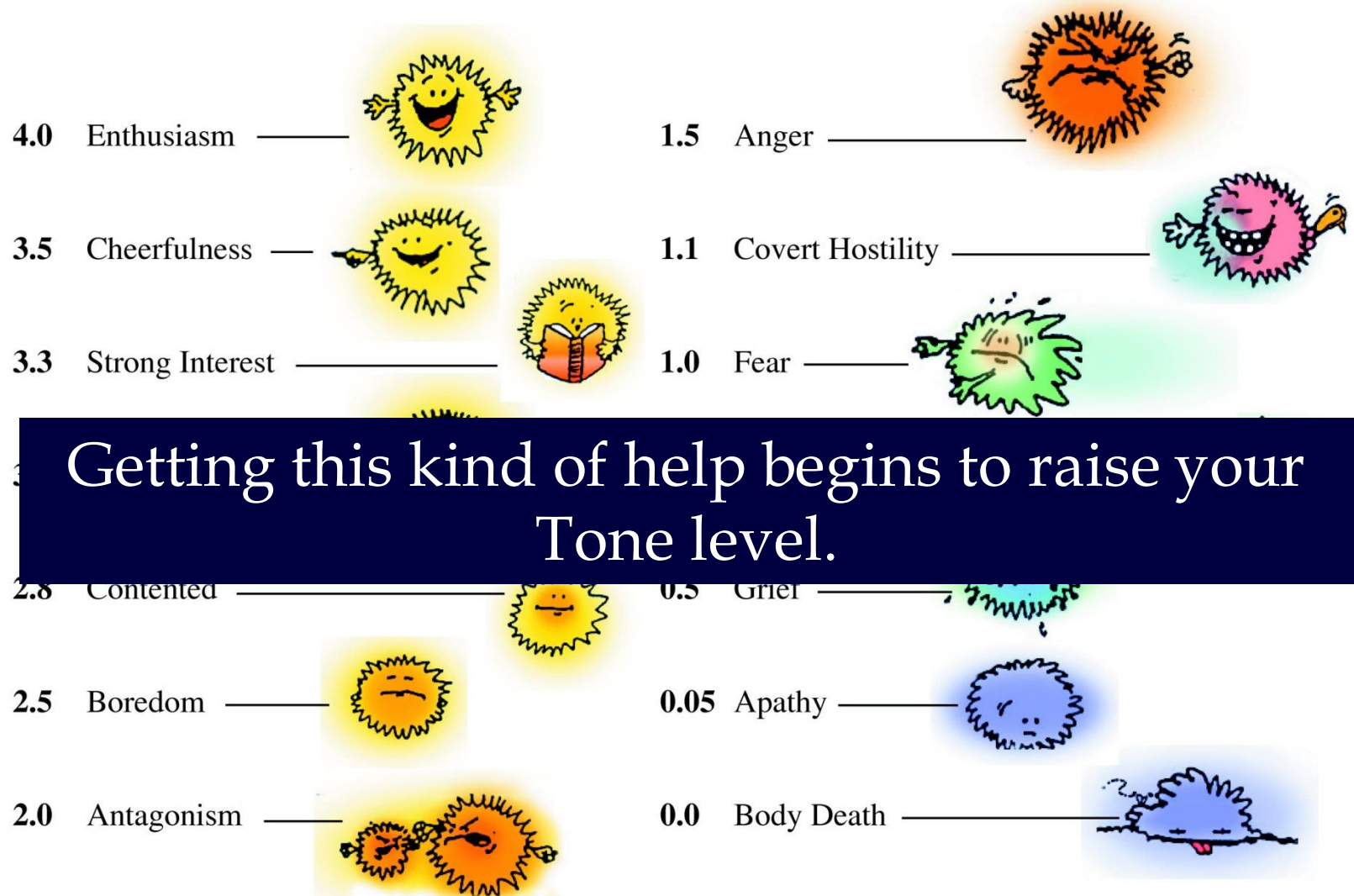
Manifestation: An observable indication of something. It can be seen or is plainly evident.

Where are you on the Emotional Tone Scale?



THE EMOTIONAL TONE SCALE

By L. Ron Hubbard



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

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%?