

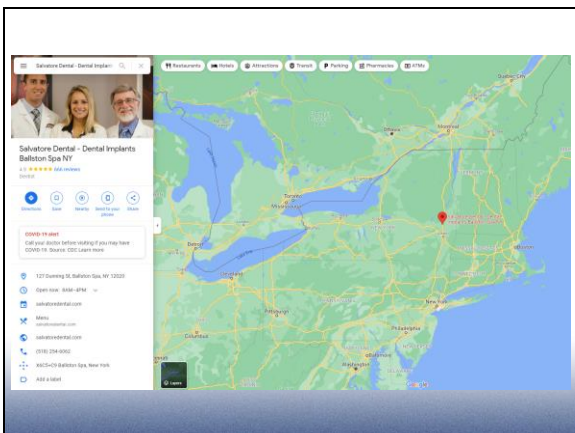


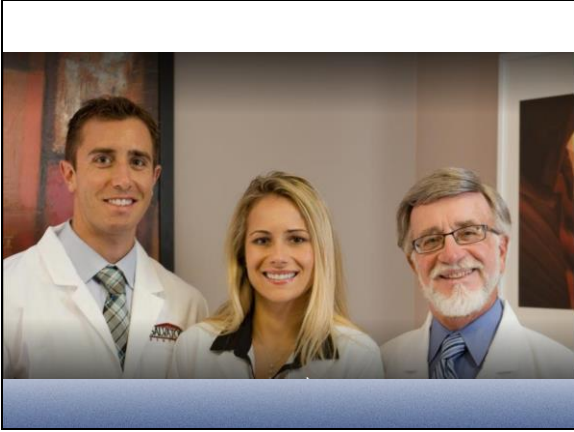
Communication & Sales Seminar B

Based on the works of
L. Ron Hubbard

Section VII: *The Scale of Selling*



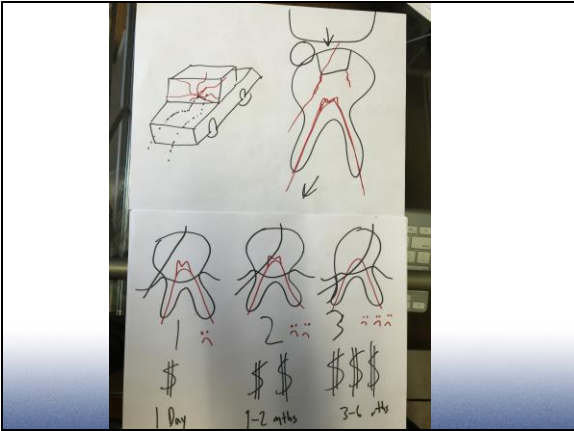




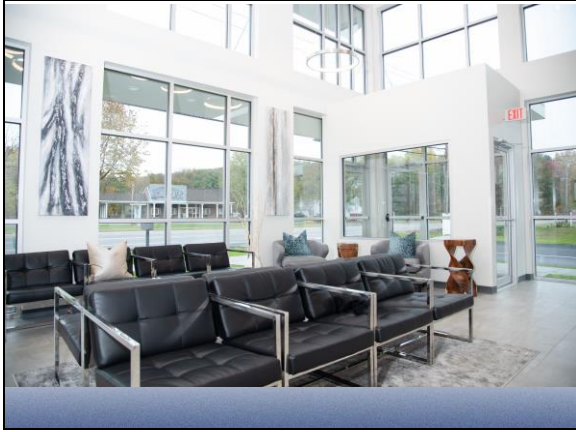


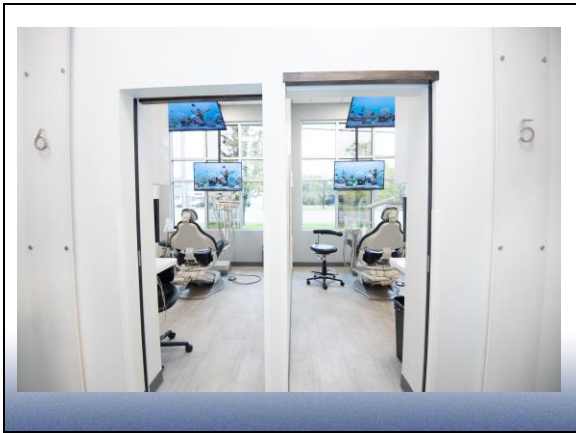






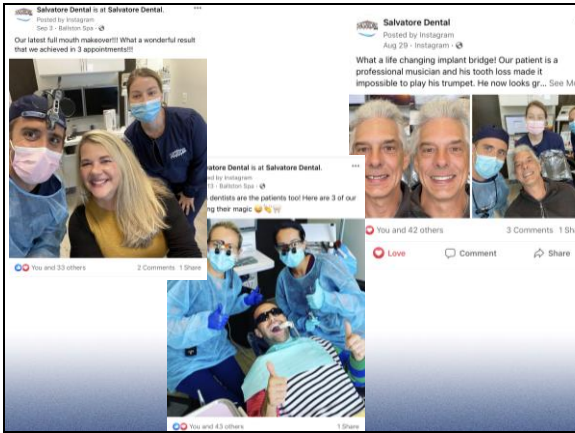














Hard Sell Defined

“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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Reasonable Defined

- “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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Definition of “Qualify”

By L. Ron Hubbard

“To find out if a potential prospect is a bona fide or real prospect by establishing if they are prepared to buy now, later or never.

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Definition of "Qualify"

By L. Ron Hubbard

"A salesperson asks questions designed to discover a potential prospect's purchasing power and attitude or willingness to buy before the salesperson invests time in an attempt to sell or close the prospect."

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The Scale of Selling

By L. Ron Hubbard

Interest

Desire

Enforce

Inhibit

Unknow

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The Scale of Selling

By L. Ron Hubbard

Interest - "Absorbed attention and a desire to talk about it." - L. Ron Hubbard

Desire

Enforce

Inhibit

Unknow

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The Scale of Selling

By L. Ron Hubbard

Interest

Desire – To want or wish for in a strong or emphatic manner.

Enforce

Inhibit

Unknow

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The Scale of Selling

By L. Ron Hubbard

Interest

Desire

Enforce – To urge, push with or obtain by force.

Inhibit

Unknow

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The Scale of Selling

By L. Ron Hubbard

Interest

Desire

Enforce

Inhibit – To attempt to stop, restrain or prevent (something) from happening.

Unknow

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The Scale of Selling

By L. Ron Hubbard

Interest

Desire

Enforce

Inhibit

Unknow – To be unaware of or to forget/not want to know.

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The Scale of Selling

By L. Ron Hubbard

“I suspect also that 'Wait' fits between Unknown and Inhibit.”

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The Scale of Selling

By L. Ron Hubbard

“This scale also inverts,* I find, on any subject in which a person is irrational.*

Invert: To put upside down or arrange in the opposite order.

Irrational: Illogical or lacking reason. Decisions made or actions taken which don't make “sense” or done without consideration for the most widely beneficial (to self and others) long-term outcome.

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The Inverted Scale

You may notice that quite a few people can become “irrational” about

- Being “sold” /Sales resistance.
- Spending money.
- Time (not enough and so on).
- Having needles and drills placed in their mouth!

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Inverted Scale

By L. Ron Hubbard

Unknow

Inhibit

Enforce

Desire

Interest

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Source of Sales Failure

By L. Ron Hubbard

“Salespeople, bringing about an inverted scale, can go down scale themselves as they do it.”

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Source of Sales Failure

By L. Ron Hubbard

Salesperson

Customer

Interest

Unknow

Desire

Inhibit

Enforce

Enforce

Inhibit

Desire

Unknow

Interest

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Source of Sales Failure

By L. Ron Hubbard

“They seek to interest and meet *forgetfulness*.”

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Source of Sales Failure

By L. Ron Hubbard

Salesperson

Customer

Interest

Unknow

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Source of Sales Failure

By L. Ron Hubbard

“They want to sell and meet opposition.”

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Source of Sales Failure

By L. Ron Hubbard

Salesperson

Customer

Interest

Unknow

Desire

Inhibit

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Source of Sales Failure

By L. Ron Hubbard

“They high pressure the customer and get pressured back.”

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Source of Sales Failure

By L. Ron Hubbard

Salesperson

Customer

Interest

Unknow

Desire

Inhibit

Enforce

Enforce

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Source of Sales Failure

By L. Ron Hubbard

“And about the time the customer *wants* the product, the salesperson is irrationally inhibiting the sale.”

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Source of Sales Failure

By L. Ron Hubbard

Salesperson

Customer

Interest

Unknow

Desire

Inhibit

Enforce

Enforce

Inhibit

Desire

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Source of Sales Failure

By L. Ron Hubbard

“And as the customer’s interest is at its highest the salesperson forgets all about him.”

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Source of Sales Failure

By L. Ron Hubbard

Salesperson

Customer

Interest

Unknow

Desire

Inhibit

Enforce

Enforce

Inhibit

Desire

Unknow

Interest

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Salesperson Success

By L. Ron Hubbard

“All a salesperson has to do is continue to try to interest the customer...”

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Salesperson Success

From the works of L. Ron Hubbard

Salesperson

Customer

Interest

Unknow

Inhibit

Enforce

Desire

Interest

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Scale of Selling Drill 1

1. Twin up with another attendee from your office.
2. One person is the student and the other is the coach (as demonstrated).
3. The student is the salesperson and attempts to sell a case. The coach is the patient. The coach NEVER comes out of INHIBIT. The student must stay in interest despite the coach never moving on the scale. Student is flunked for dropping downscale. Purpose of this drill is to develop willingness to persist and stay in interest despite any barriers.
4. Once the time allotted for you to be student is complete, the speaker will have everyone switch roles. (Student becomes the coach).

Scale of Selling Drill 2

1. Twin up with another attendee from your office.
2. One person is the student and the other is the coach (as demonstrated).
3. The student is the salesperson and attempts to sell a case. The coach is the patient. The coach goes through the steps of the Scale of Selling until the hit Interest and close. Coach should start off easy and increase the difficulty for each scenario. Student must stay in interest throughout.
4. Once the time allotted for you to be student is complete, the speaker will have everyone switch roles. (Student becomes the coach).



