



Communication & Sales Seminar B

*Based on the works of
L. Ron Hubbard*

Section VII:
The Scale of Selling



Salvatore Dental - Dental Implants



Salvatore Dental - Dental Implants Ballston Spa NY

4.9 666 reviews

Dentist

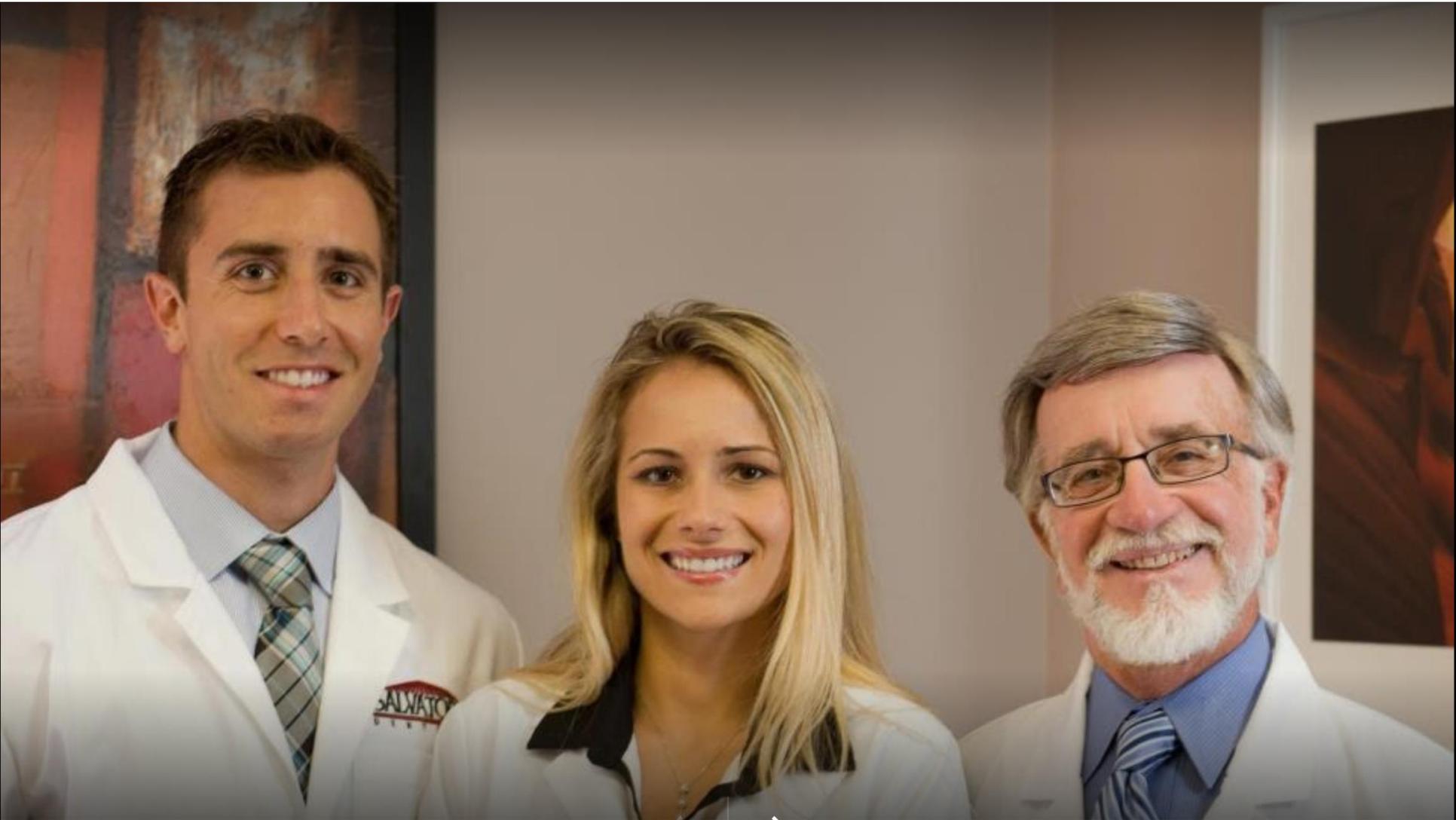
- Directions
- Save
- Nearby
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- Share

COVID-19 alert
 Call your doctor before visiting if you may have COVID-19. Source: CDC [Learn more](#)

- 127 Dunning St, Ballston Spa, NY 12020
- Open now: 8AM-4PM
- salvatoredental.com
- Menu
salvatoredental.com
- salvatoredental.com
- (518) 254-6062
- X6C5+C9 Ballston Spa, New York
- Add a label

Restaurants Hotels Attractions Transit Parking Pharmacies ATMs

Map showing the location of Salvatore Dental - Dental Implants Ballston Spa NY. The map covers parts of Ontario, Canada, and the Northeastern United States, including states like New York, Vermont, Massachusetts, Connecticut, New Jersey, Delaware, Maryland, Pennsylvania, Ohio, and West Virginia. Major cities and landmarks like Toronto, Mississauga, Detroit, Cleveland, Pittsburgh, Philadelphia, New York, and Boston are visible. A red pin is placed on the map near Albany, NY, indicating the location of the dental practice.







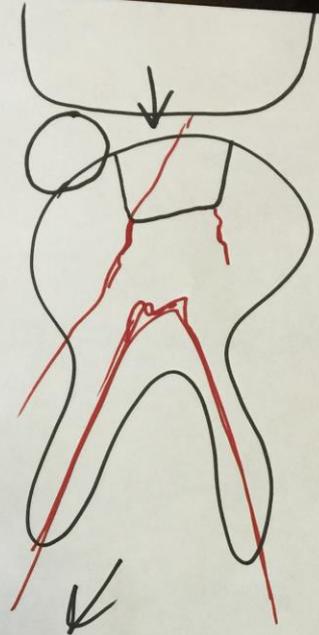
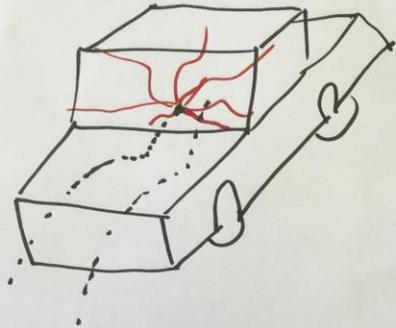


BO-CA

CE-DA

Henry M. Thoreau

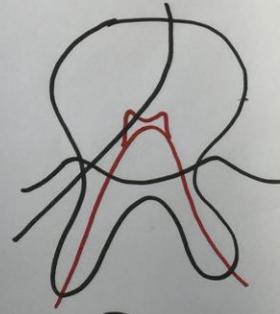
Small Publications
Writing Projects



1 ☹️

\$

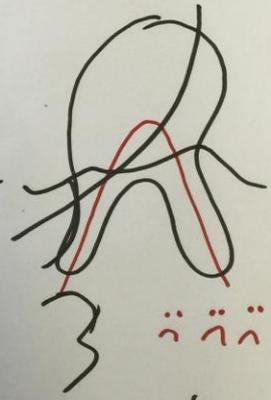
1 Day



2 ☹️☹️

\$ \$

1-2 mths



3 ☹️☹️☹️

\$ \$ \$

3-6 mths



SALVATORE DENTAL

127

SALVATORE
DENTAL









Salvatore Dental
 Posted by Instagram
 Jun 25 · Instagram · 🌐

Our Team is supporting Rebuilding Together Saratoga County yet again!!! We are continuing to help our neighbors in the community!!!



👍❤️ You and 55 others 2 Comments 2 Shares



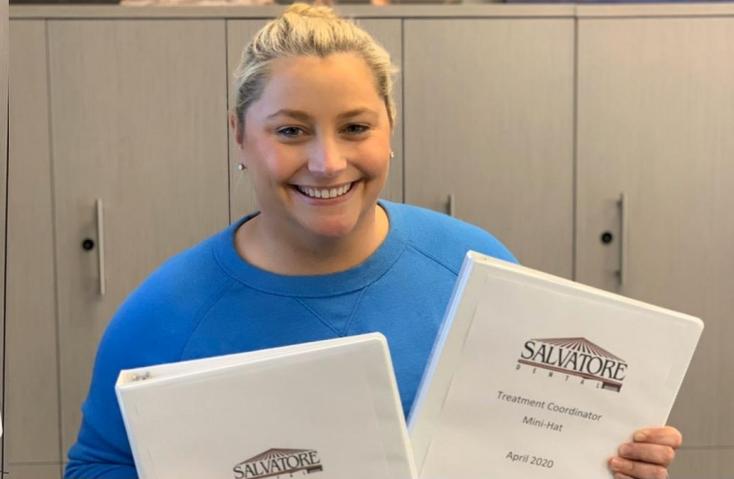
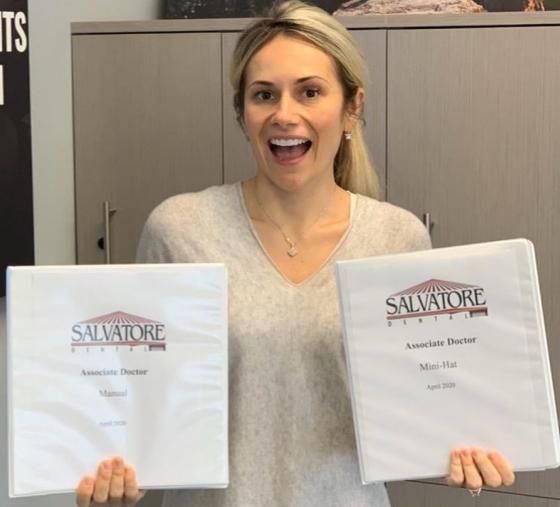
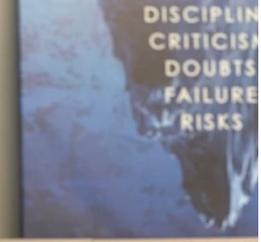
Salvatore Dental is at Salvatore Dental.
 Posted by Instagram
 Jul 22 · Ballston Spa · 🌐

Team Training and Field Day!!! After a morning of training we had fun in our backyard with Kickball and Volleyball! Go Team Go 🤗🤗🤗

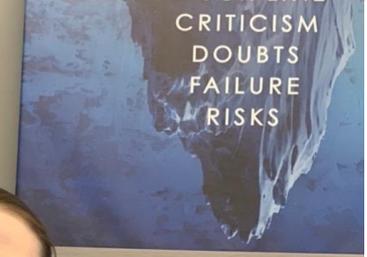


👍❤️ 94 2 Comments 2 Shares

"YOUR GREATNESS IS LIMITED ONLY BY THE INVESTMENTS YOU MAKE IN YOURSELF"
GRANT CARDONE



"YOUR GREATNESS IS LIMITED ONLY BY THE INVESTMENTS YOU MAKE IN YOURSELF"
GRANT CARDONE



Salvatore Dental - Dental Implants Ballston Spa NY

4.9 ★★★★★ (665)

Dentist in Saratoga County, New York

Closed

 You manage this Business Profile 

Overview

Reviews

Photos

Updates



Salvatore Dental

Posted by Instagram

Jun 11 · Instagram · 

Salvatore Dental is supporting Empire State Ride yet again!!! Together we will win the fight against cancer!!!



Salvatore Dental is at Salvatore Dental.

Posted by Instagram

Aug 31 · Ballston Spa · 

Congrats to our awesome patient on taking the Salvatore Dental Softball team to the top and winning the championship game!!! We are so proud of you... See More

We are so grateful to deliver dental implant miracles that change patient's lives!!! Thank you Bob for your generosity!!!



you and 33 others

 Love

 Comment

 Share



Salvatore Dental is at Salvatore Dental.

Posted by Instagram
5d · Ballston Spa · 🌐

Family Style Friday provided by Dr. Lina and Dr. Ozzie!!! We took a tour of Middle Eastern food with a quick seasonal detour of Pumpkin Muffins 🍂🥰👍



Love Comment Share



Salvatore Dental is at Salvatore Dental.

Posted by Instagram
Aug 22 · Ballston Spa · 🌐

Sunday clean up crew! Grayson and Brooke rolled up their sleeves to clean up after our storm. Great job team 😊



You and 92 others 7 Comments



Salvatore Dental

Posted by Instagram
Sep 23 · Instagram · 🌐

Our Annual CPR training with our amazing instructor Stan!!! It is always important to stay prepared in any emergency!!!



You and 32 others 1 Comment 1 Share

Salvatore Dental is at Salvatore Dental.

Posted by Instagram
Sep 3 · Ballston Spa · 🌐

Our latest full mouth makeover!!! What a wonderful result that we achieved in 3 appointments!!!



You and 33 others 2 Comments 1 Share

Salvatore Dental is at Salvatore Dental.
 Posted by Instagram
 13 · Ballston Spa · 🌐
 Our dentists are the patients too! Here are 3 of our
 bringing their magic 🤪👏🦷



You and 43 others 1 Share

Salvatore Dental

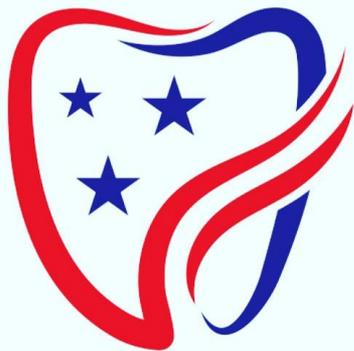
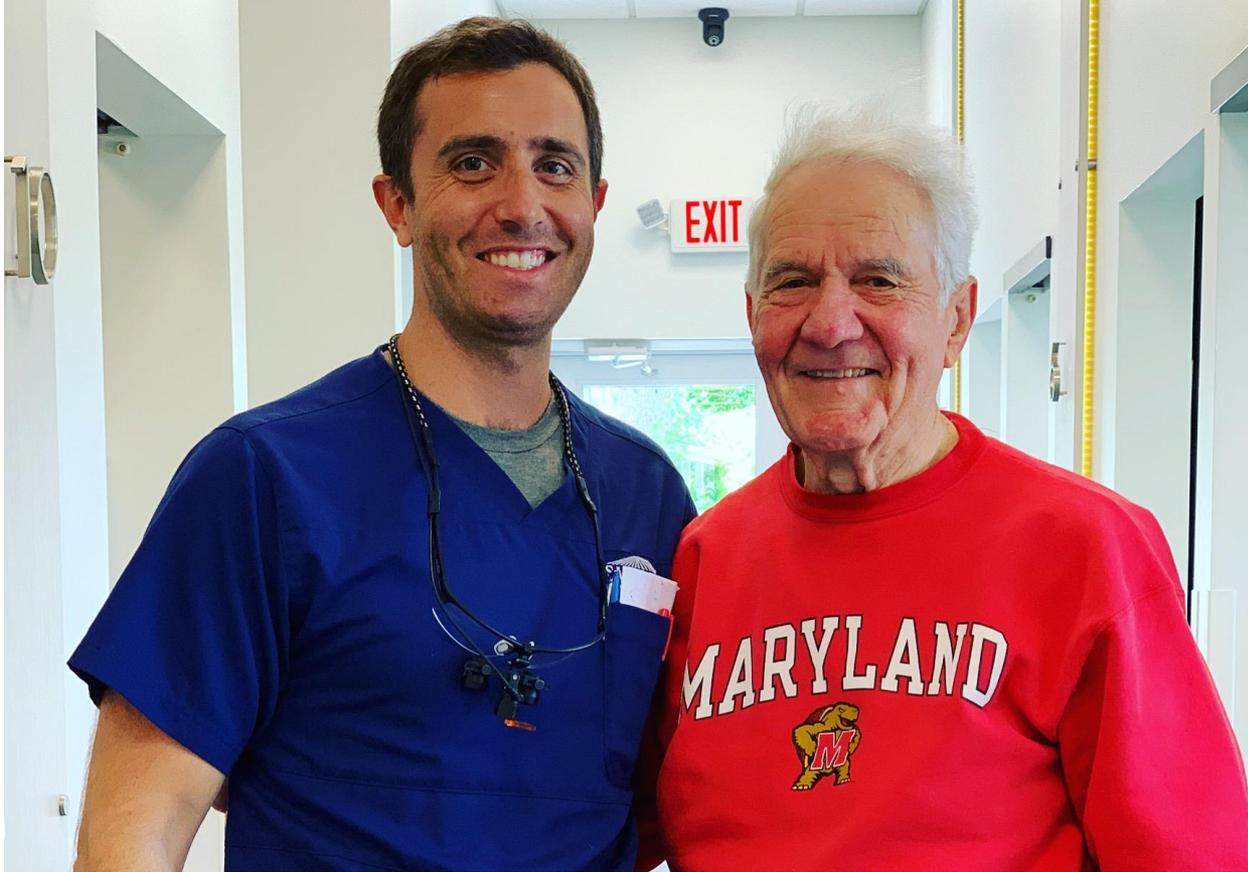
Posted by Instagram
Aug 29 · Instagram · 🌐

What a life changing implant bridge! Our patient is a professional musician and his tooth loss made it impossible to play his trumpet. He now looks gr... See Mo



You and 42 others 3 Comments 1 Share

Love Comment Share



**SMILES FOR
VETERANS**
SALVATORE DENTAL



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.”

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**.”

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.

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."

The Scale of Selling

By L. Ron Hubbard

Interest

Desire

Enforce

Inhibit

Unknow

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

The Scale of Selling

By L. Ron Hubbard

Interest

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

Enforce

Inhibit

Unknow

The Scale of Selling

By L. Ron Hubbard

Interest

Desire

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

Inhibit

Unknow

The Scale of Selling

By L. Ron Hubbard

Interest

Desire

Enforce

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

Unknow

The Scale of Selling

By L. Ron Hubbard

Interest

Desire

Enforce

Inhibit

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

The Scale of Selling

By L. Ron Hubbard

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

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.

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!

Inverted Scale

By L. Ron Hubbard

Unknow

Inhibit

Enforce

Desire

Interest

Source of Sales Failure

By L. Ron Hubbard

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

Source of Sales Failure

By L. Ron Hubbard

Salesperson

Customer

Interest

Unknow

Desire

Inhibit

Enforce

Enforce

Inhibit

Desire

Unknow

Interest

Source of Sales Failure

By L. Ron Hubbard

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

Source of Sales Failure

By L. Ron Hubbard

Salesperson

Customer

Interest

Unknow

Source of Sales Failure

By L. Ron Hubbard

“They want to sell and meet opposition.”

Source of Sales Failure

By L. Ron Hubbard

Salesperson

Customer

Interest

Unknow

Desire

Inhibit

Source of Sales Failure

By L. Ron Hubbard

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

Source of Sales Failure

By L. Ron Hubbard

Salesperson

Customer

Interest

Unknow

Desire

Inhibit

Enforce

Enforce

Source of Sales Failure

By L. Ron Hubbard

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

Source of Sales Failure

By L. Ron Hubbard

Salesperson

Customer

Interest

Unknow

Desire

Inhibit

Enforce

Enforce

Inhibit

Desire

Source of Sales Failure

By L. Ron Hubbard

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

Source of Sales Failure

By L. Ron Hubbard

Salesperson

Customer

Interest

Unknow

Desire

Inhibit

Enforce

Enforce

Inhibit

Desire

Unknow

Interest

Salesperson Success

By L. Ron Hubbard

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

Salesperson Success

From the works of L. Ron Hubbard

Salesperson

Customer

Interest

Unknow

Inhibit

Enforce

Desire

Interest

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).





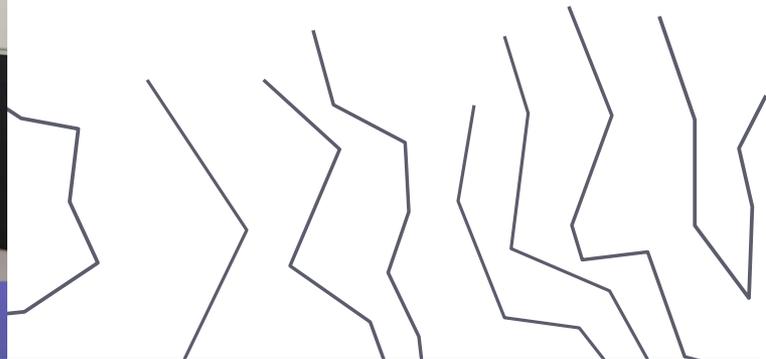
Bob's Testimonial Part 1: Teeth In A Day From Salvatore Dental



Bob: Teeth in a Day at Salvatore Dental

Dr. Richard Salvatore

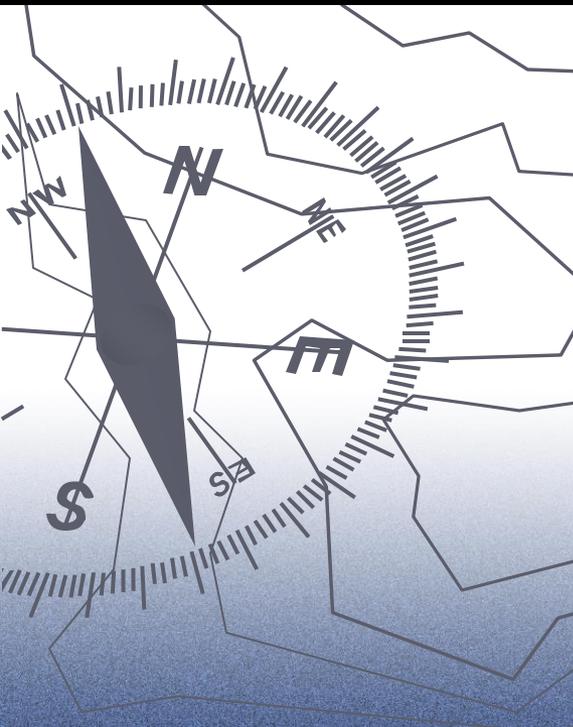
Implant Dentist



The great thing about a dental implant

▶ ◀ 🔊 1:53 / 2:26

Dr. Rich Explains 5 Questions You Should Ask Your Dental Provider About Dental Implants



Dr. Richard Salvatore

Salvatore Dental



It is very important to get a 3D image to see the bones and vital structures.