



Communication & Sales Seminar A

*Based on the works of
L. Ron Hubbard*

Section I: *Introduction and Overview*



MGE: Management Experts



Provides practice management training and guidance for dentists, dental specialists and their teams.



MGE clients can be found in 48 US states 4 Canadian provinces, the European Union, India and Central America.



In excess of 50,000 dental professionals and their teams have attended an MGE event.



Over 80 staff, with 55,000 square foot headquarters in St. Petersburg, Florida, and 6,000 square foot branch office in Anaheim, California



Programs delivered online and in-person, with over 80% of MGE's Curriculum available online!



MGE: Management Experts - Florida Office



Anaheim, California Office



MGE In-Person Services

Coursework



Seminars



Coaching

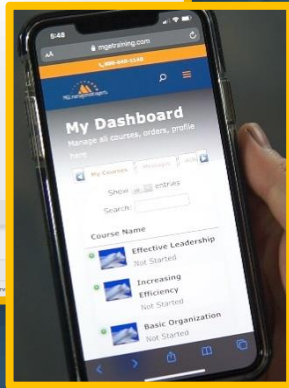
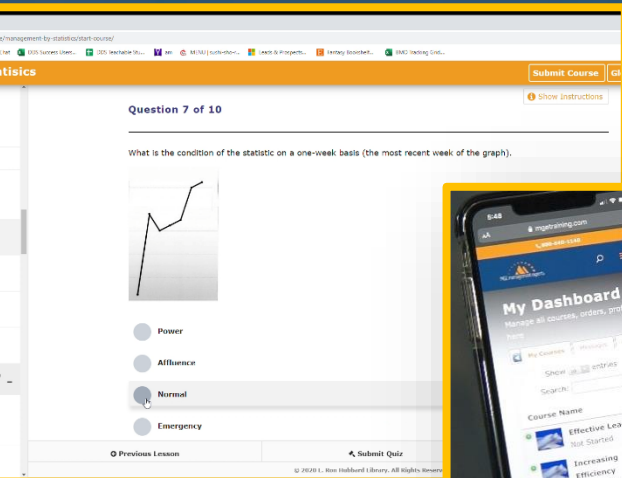


www.mgeonline.com

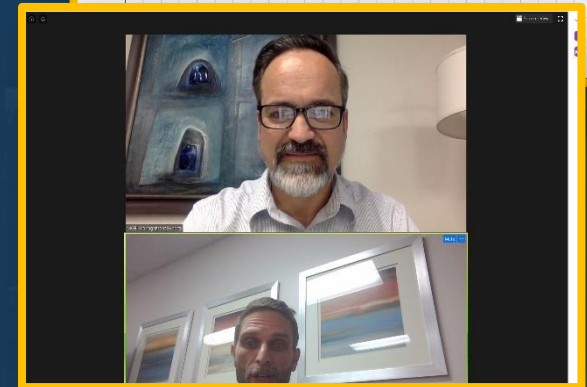
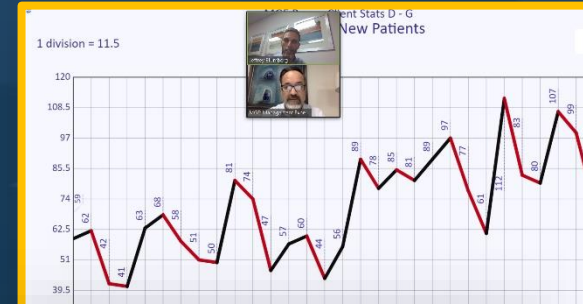


MGE Online Services

Coursework



Coaching



Seminars

MGE Communication & Sales Seminar C - Day 1

2,239 views · Streamed live on Apr 30, 2020

16 0 SHARE SAVE

ANALYTICS EDIT VIDEO

Top chat replay

- Yamela Gonzalez Good morning
- MGE Management Experts Inc. Good morning!
- Yamela Gonzalez Good morning!
- MGE Management Experts Inc. You can get the seminar slides here: <https://www.mgeonline.com/seminar-c-1>
- Kath Annapolon good morning
- Julie Haar good morning!
- scilla ejadlan Good morning
- Hafema Campbell Good morning everyone! Cold rainy morning in Maryland
- Olga Gil Good morning!
- Hadi Huang Good Morning!
- Vincent Galvez Dental Spa Good morning!
- Sophia C Good morning!
- Smile Fresh Dental Good morning everyone!
- Jessica Moody Good Morning!
- Divya Advani Good Morning!
- Elise Good morning! so glad to be here
- Lidia Juliana Acevedo Lizcano H
- Julie Haar THE SLIDES LINK IS FOR THE SEMINAR HANDOUT

VIDE CHAT REPLAY

Videolytics

2.24k Total Views

0 Comments

16



MGE: Management Experts



MGE clients can be found in 48 US states 4 Canadian provinces, the European Union, India and Central America.



In excess of 50,000 dental professionals and their teams have attended an MGE event.



Over 80 staff, with 55,000 square foot headquarters in St. Petersburg, Florida, and 6,000 square foot branch office in Anaheim, California



Programs delivered online and in-person, with over 80% of MGE's Curriculum available online!



Training programs based off the **Hubbard Management System**, developed by American Philosopher, L. Ron Hubbard

L. Ron Hubbard

American Author, Educator,
Humanitarian & Philosopher

- Engineer. Attended first-ever university class in nuclear physics.
- Over 30 years of research on the mind, human behavior, communication and management.
- Cited by the Guinness Book of World Records as the **most published and translated author in history**. Full body of work in the **tens of millions of words**.



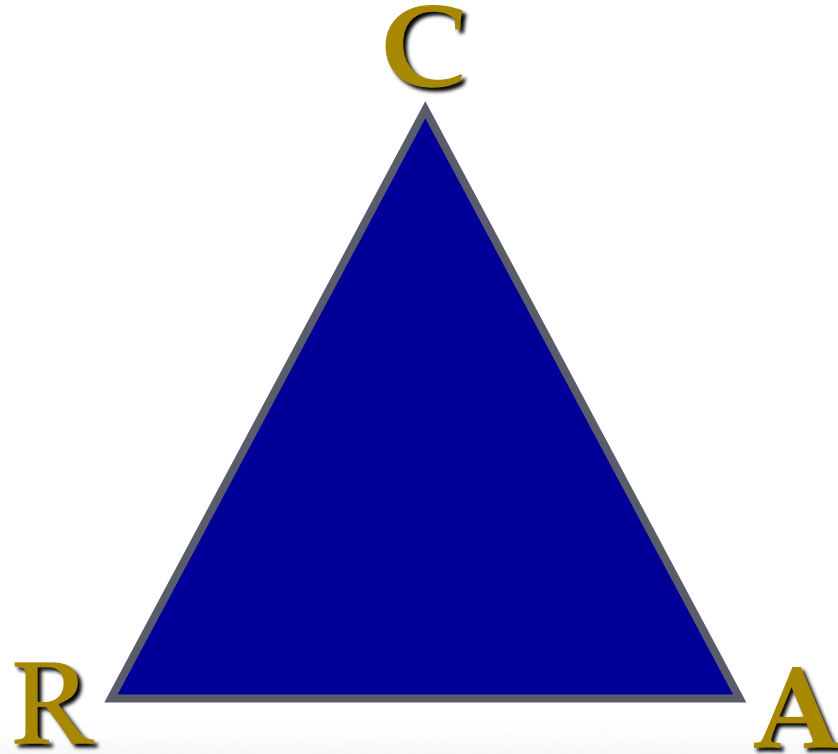
Hubbard Management System



Consists of 12 (700+ page) reference volumes and hundreds of lectures and is in use by over 140,000 companies worldwide.

The ARC Triangle

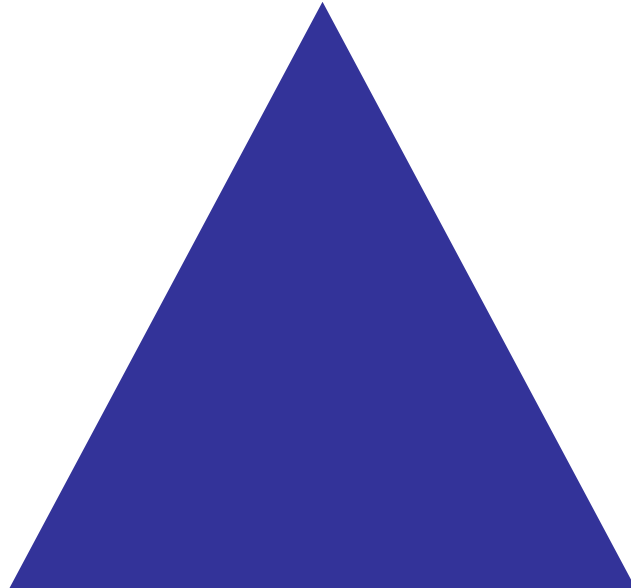
From the works of L. Ron Hubbard



The ARC Triangle

From the works of L. Ron Hubbard

Communication

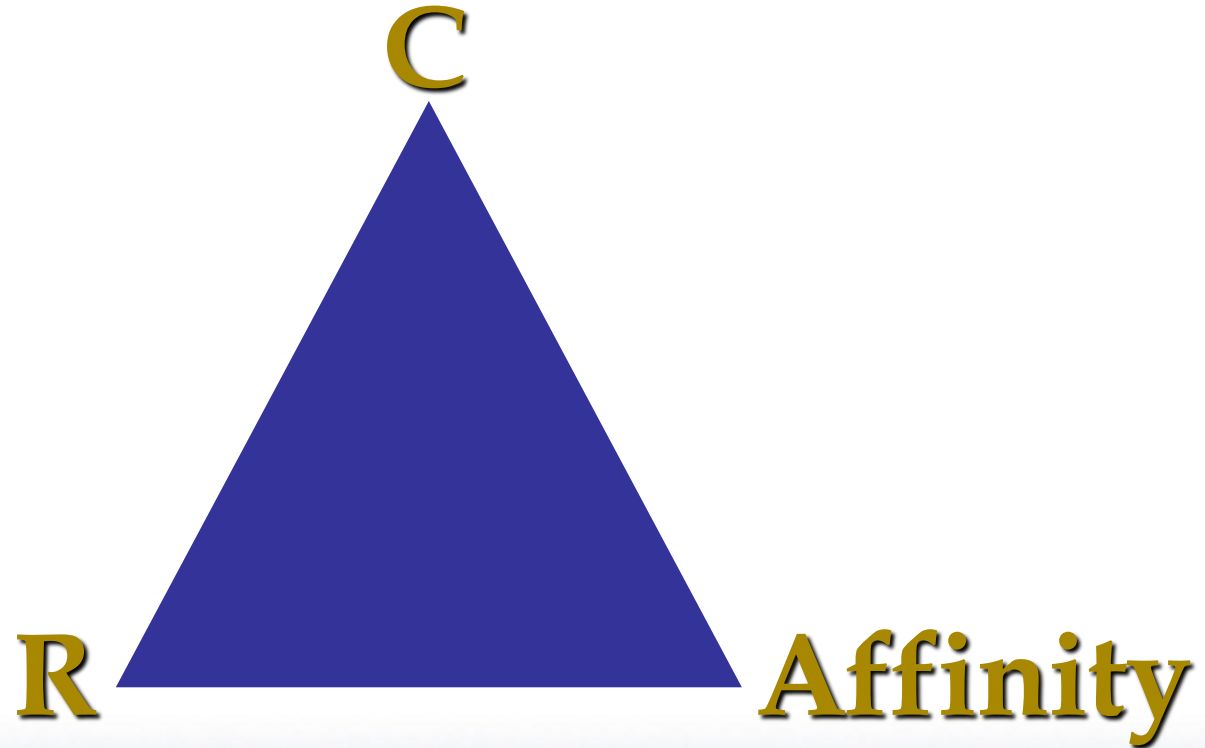


Reality

Affinity

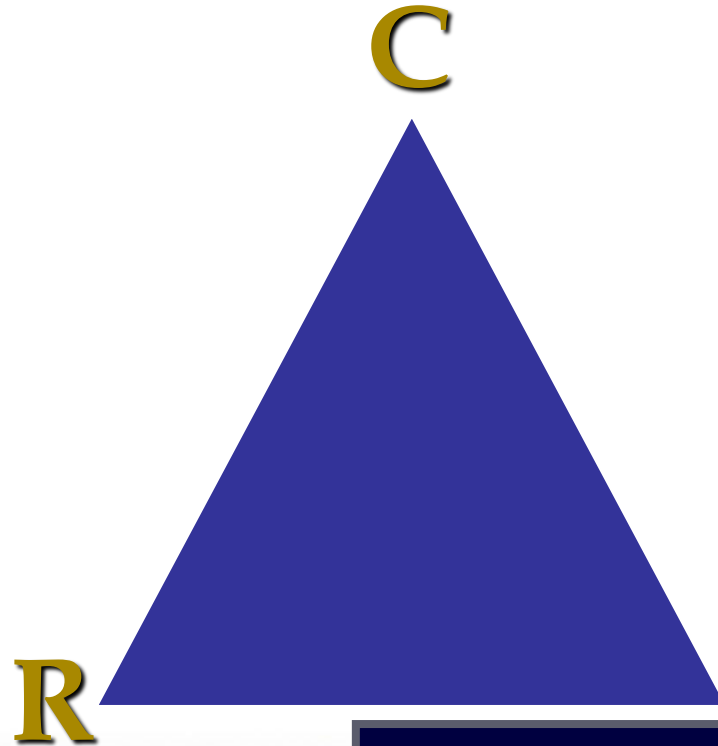
The ARC Triangle

From the works of L. Ron Hubbard



The ARC Triangle

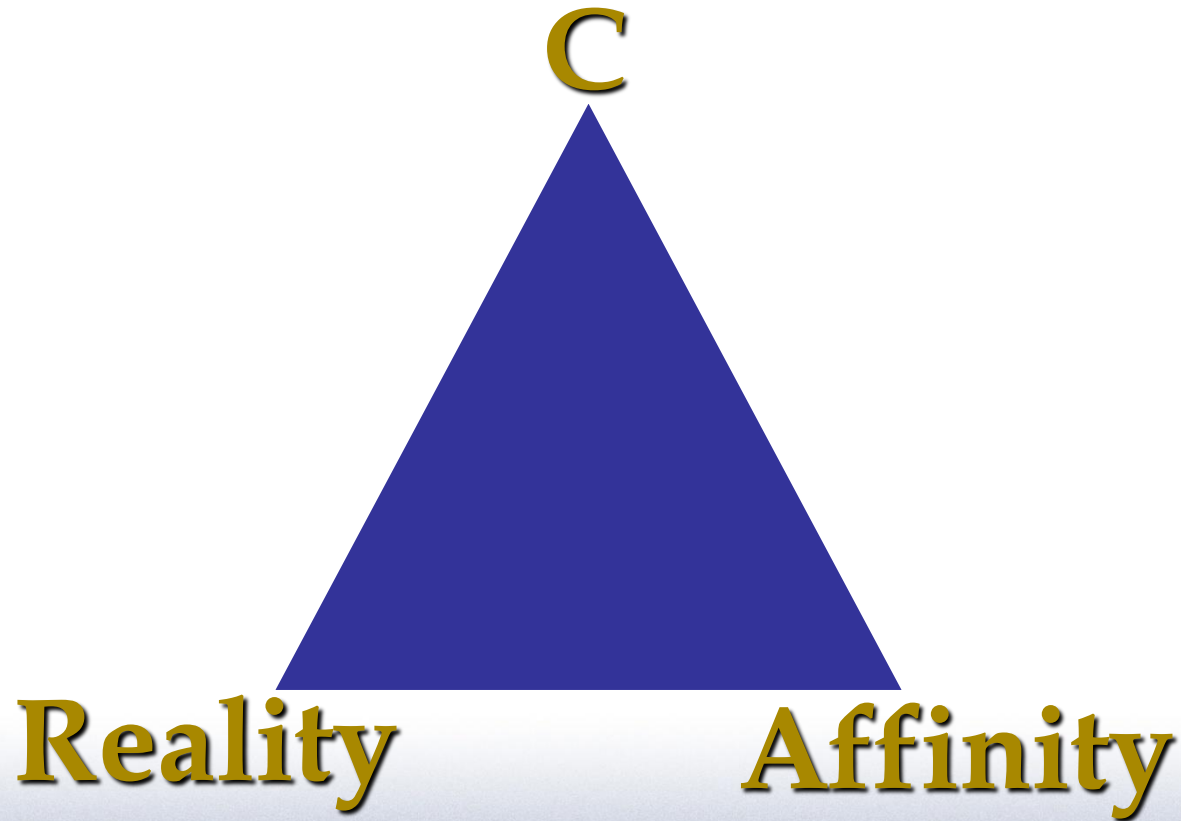
From the works of L. Ron Hubbard



Love, liking or any other
emotional attitude.

The ARC Triangle

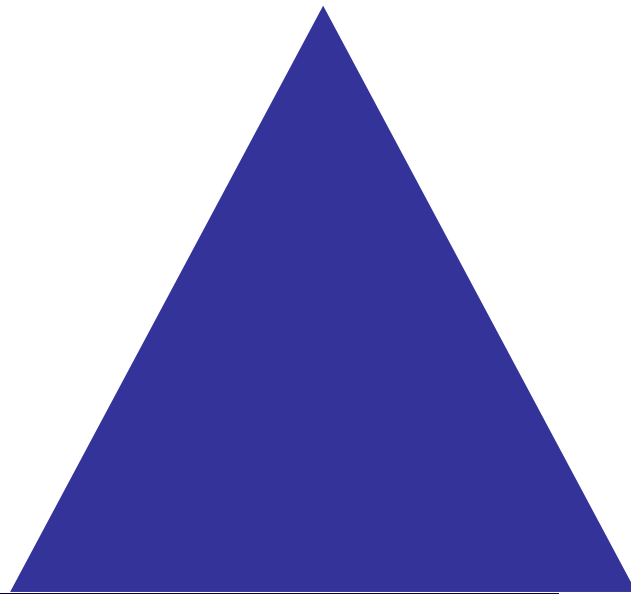
From the works of L. Ron Hubbard



The ARC Triangle

From the works of L. Ron Hubbard

C



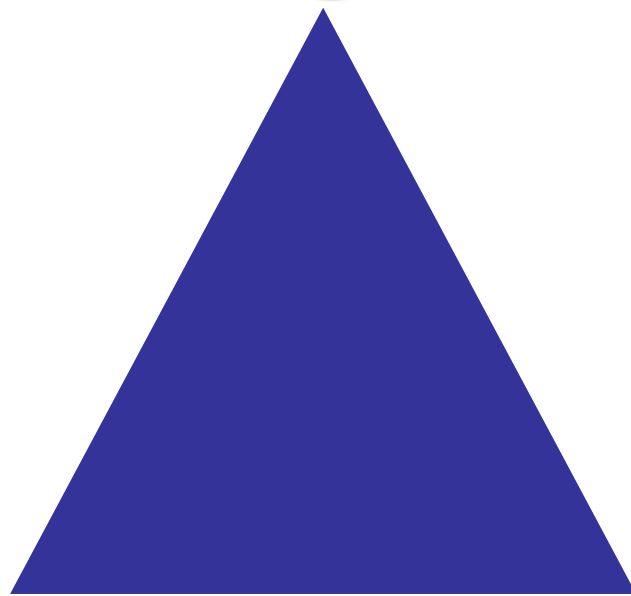
The solid objects.

Affinity

The ARC Triangle

From the works of L. Ron Hubbard

C



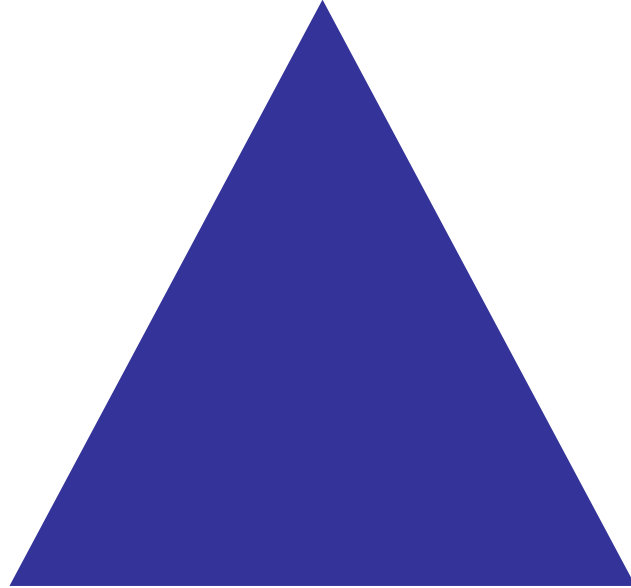
The solid objects.
Reality is fundamentally
agreement.

Affinity

The ARC Triangle

From the works of L. Ron Hubbard

Communication



Reality

Affinity

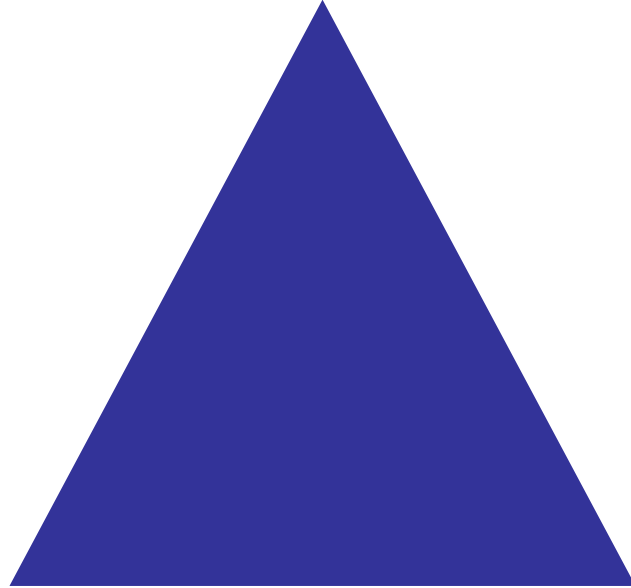
The ARC Triangle

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

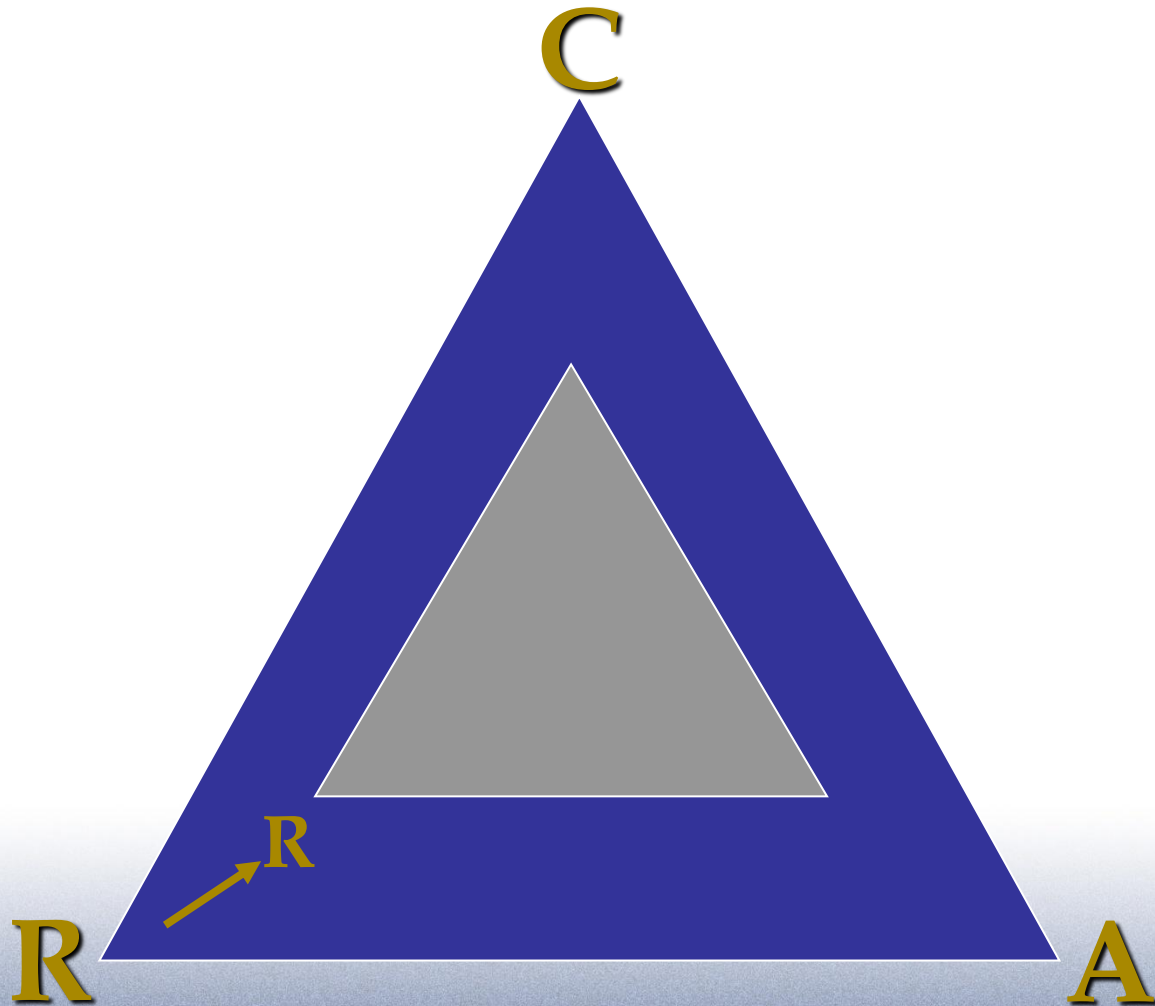
The ARC Triangle

By L. Ron Hubbard

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

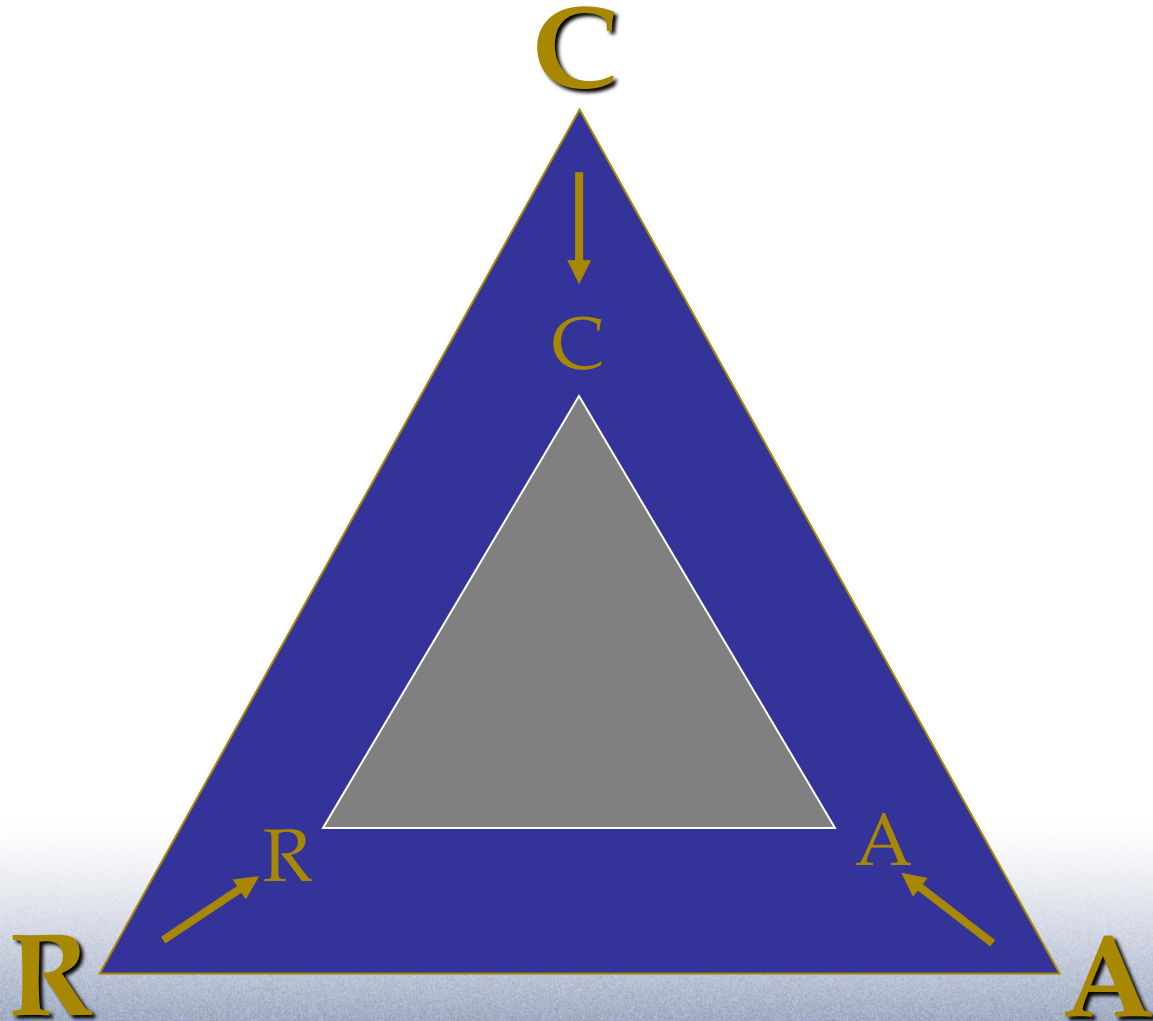
The ARC Triangle

From the works of L. Ron Hubbard



The ARC Triangle

From the works of L. Ron Hubbard



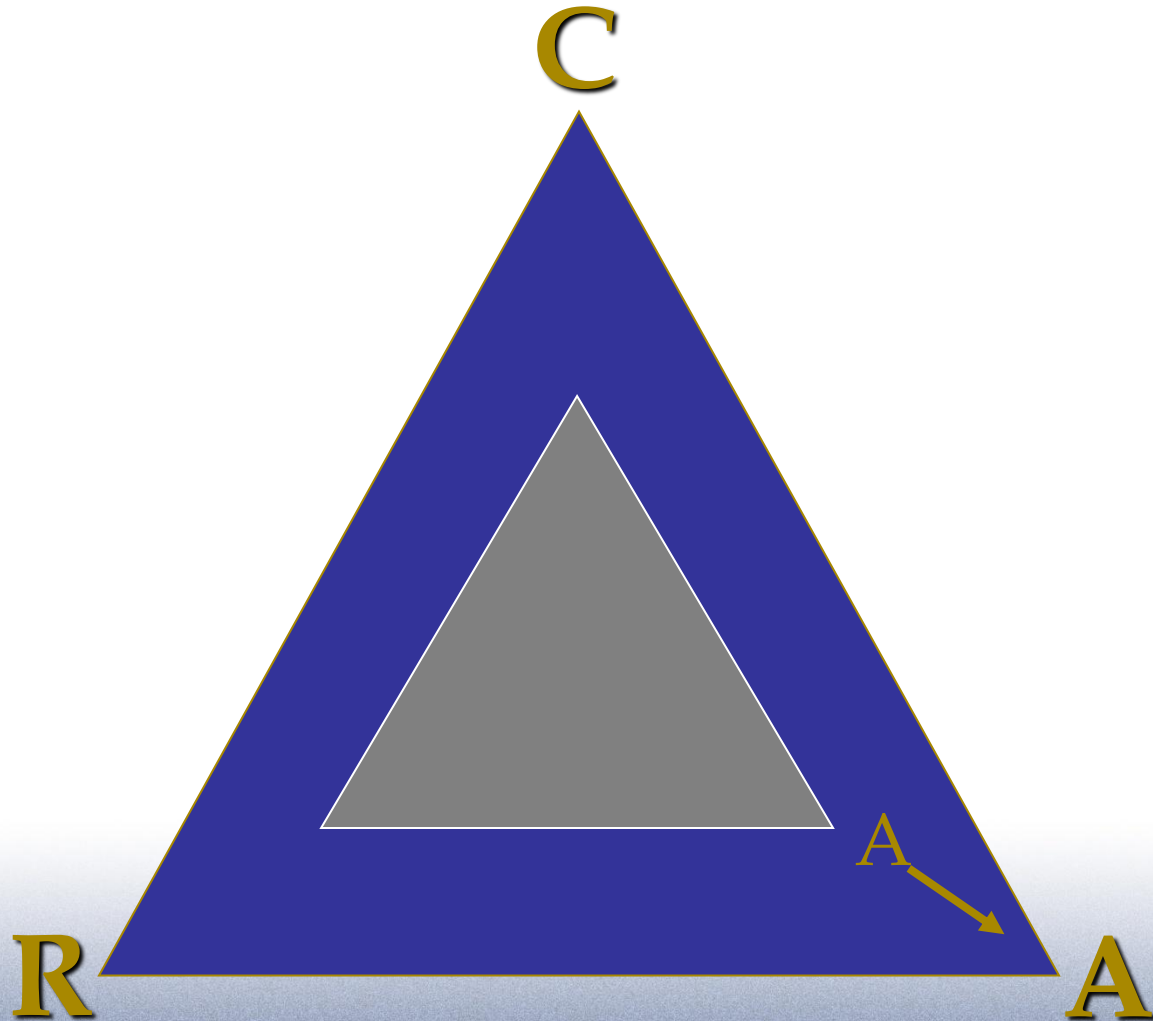
The ARC Triangle

By L. Ron Hubbard

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

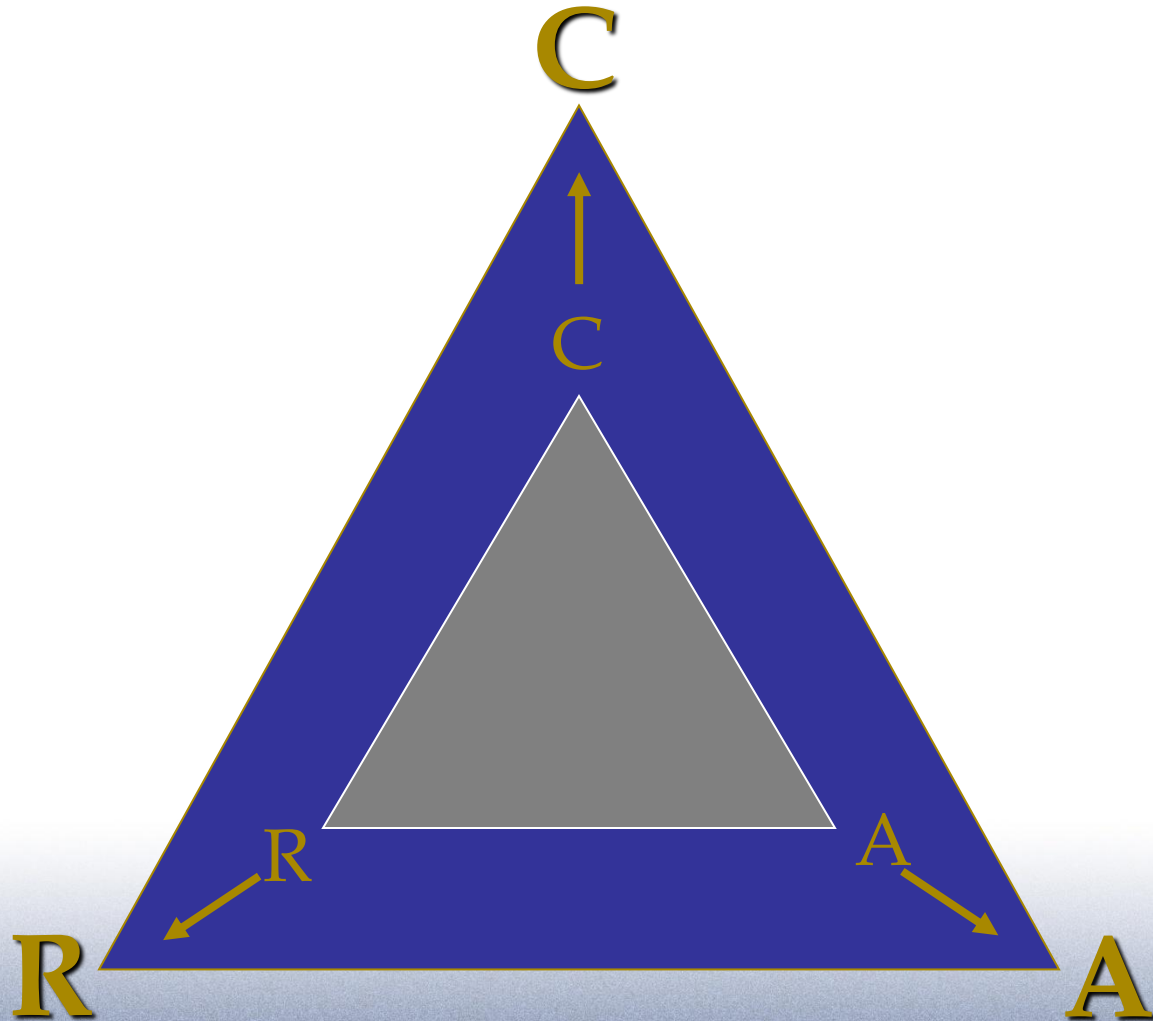
The ARC Triangle

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.”

Hard Sell Defined

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.”

Reasonable Defined

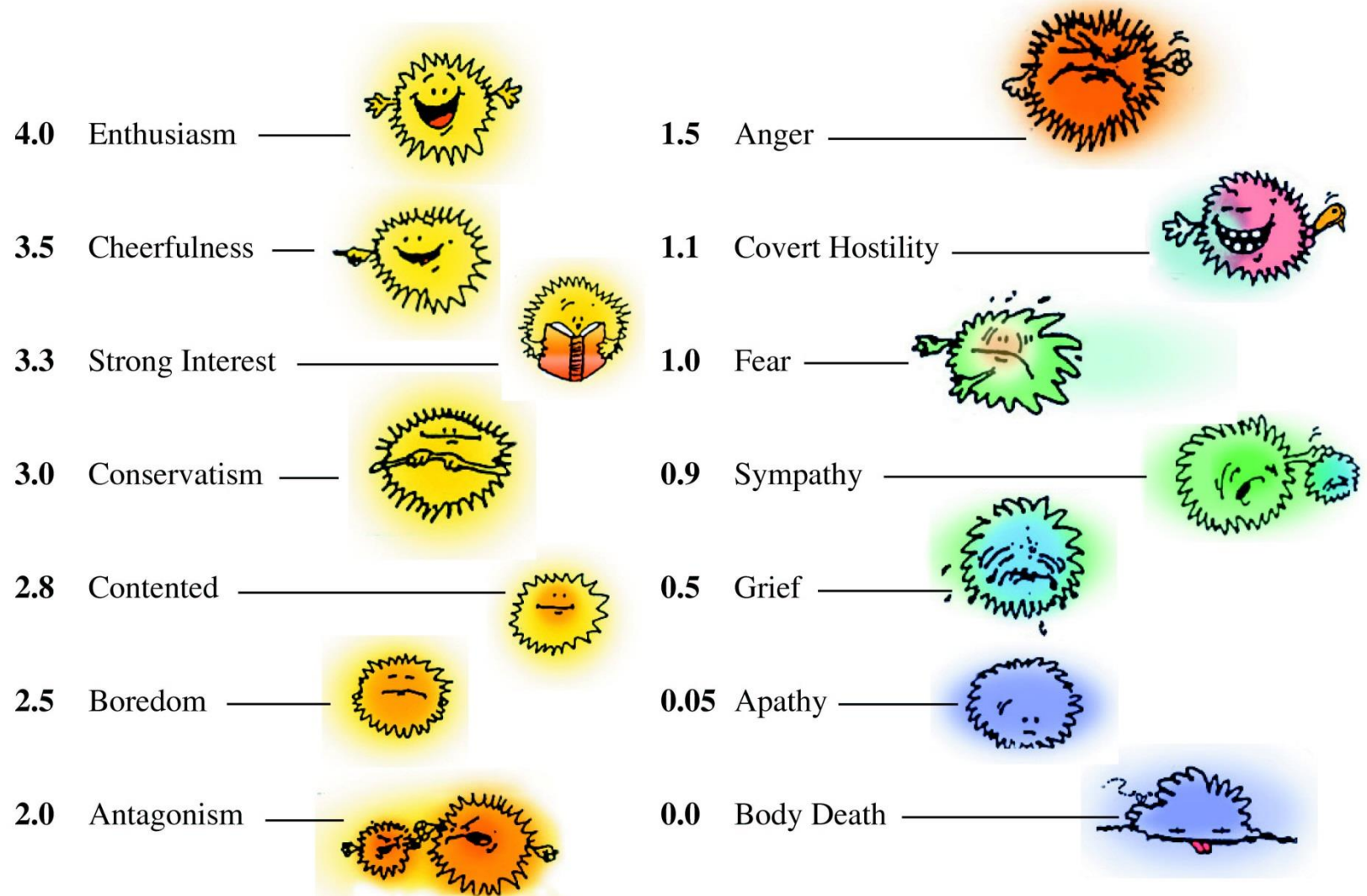
By L. Ron Hubbard

“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.”

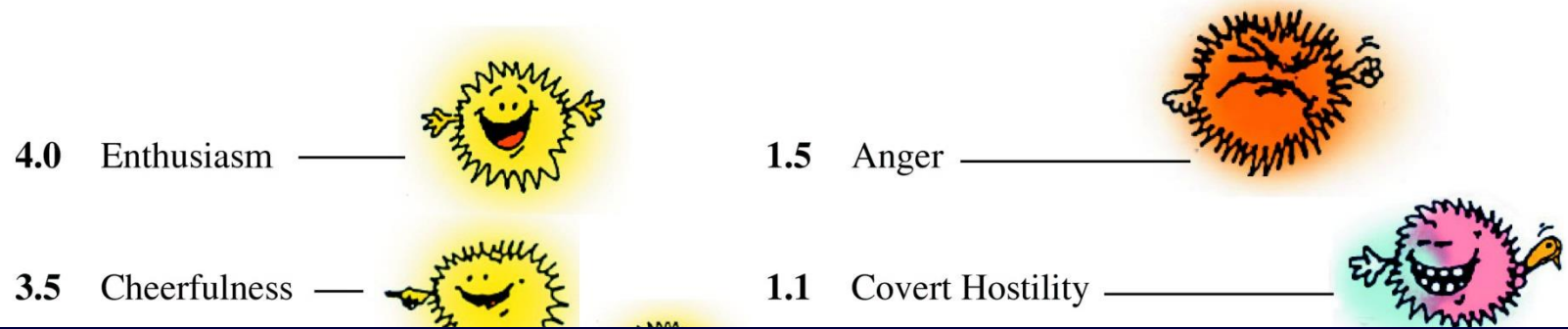
THE EMOTIONAL TONE SCALE

By L. Ron Hubbard



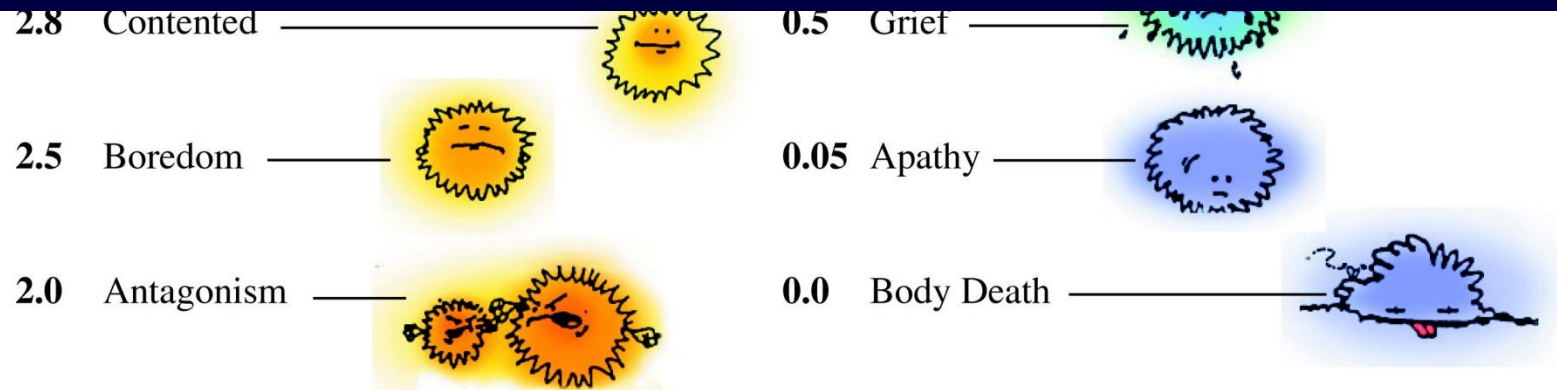
THE EMOTIONAL TONE SCALE

By L. Ron Hubbard



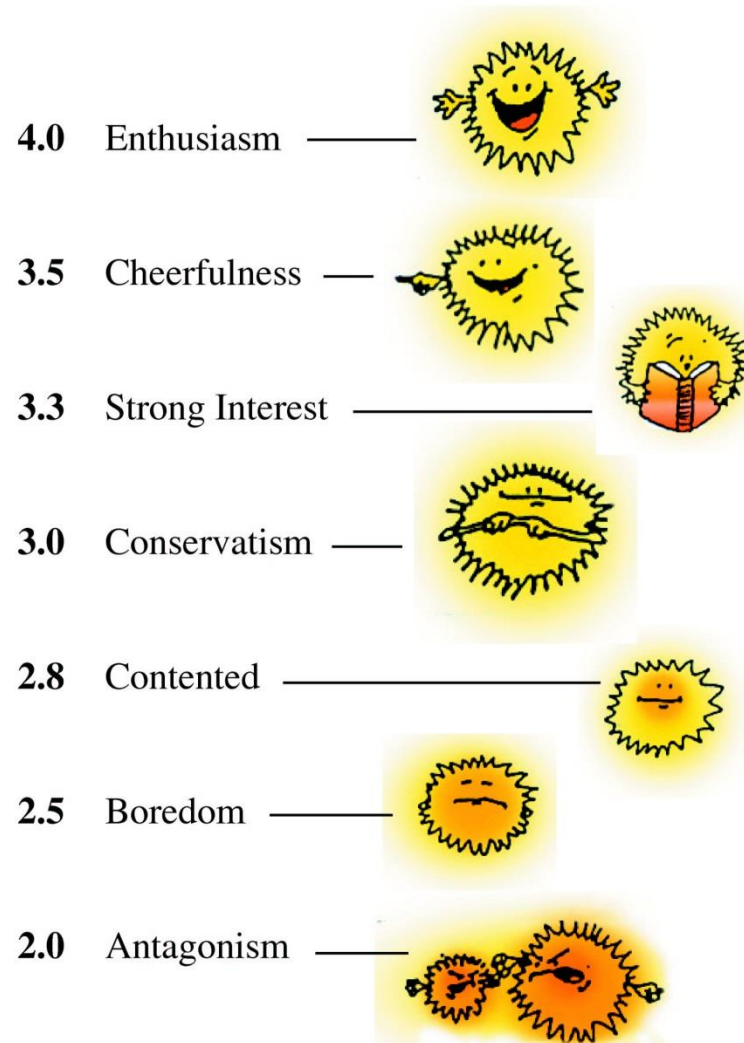
“Tone — the momentary or continuing emotional state of a person.”

- L. Ron Hubbard



THE EMOTIONAL TONE SCALE

By L. Ron Hubbard



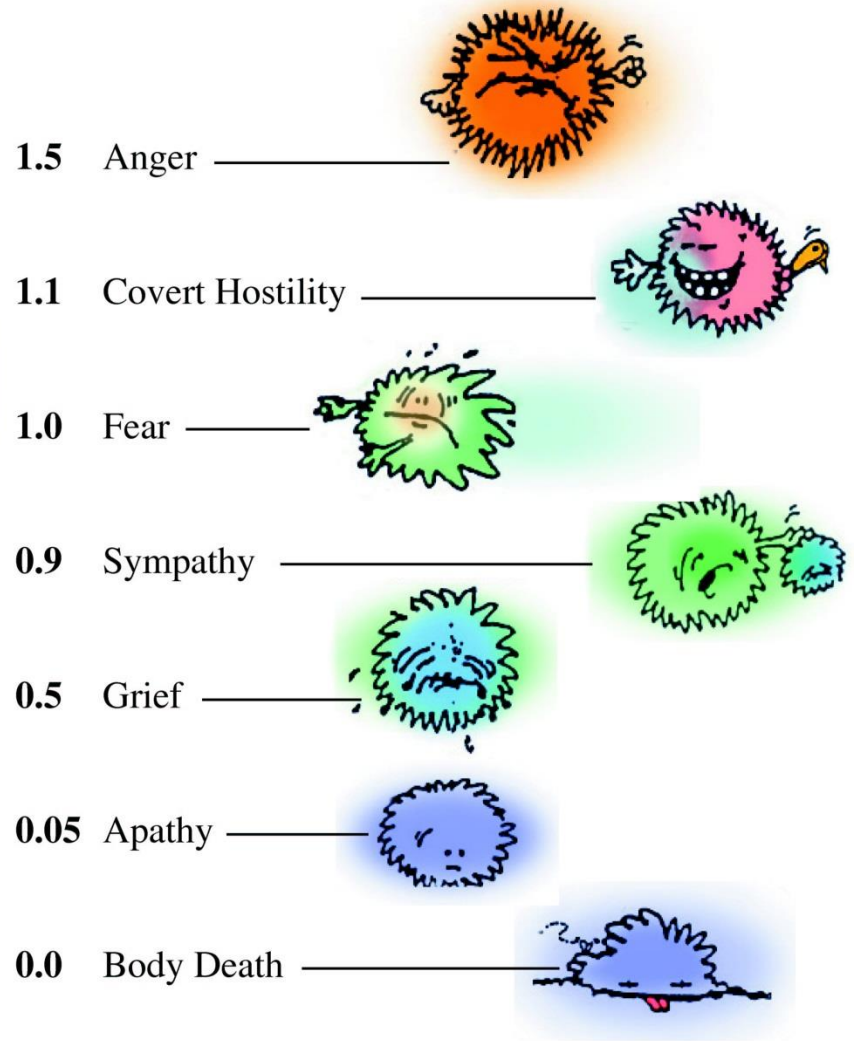
“Affinity, Reality and Communication ascend and descend the Tone Scale in unison.”

- 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!



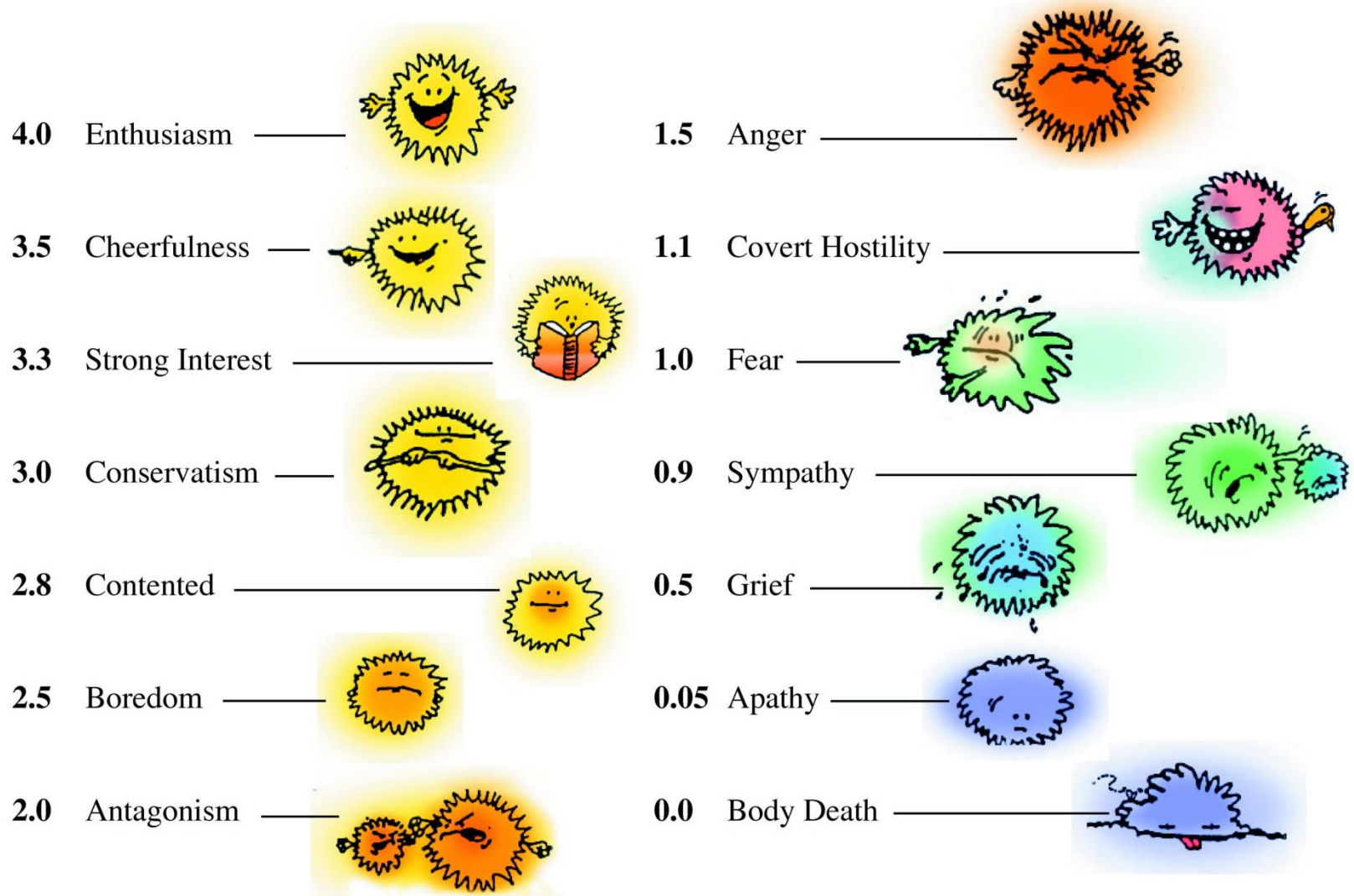
The Tone Scale

By L. Ron Hubbard

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

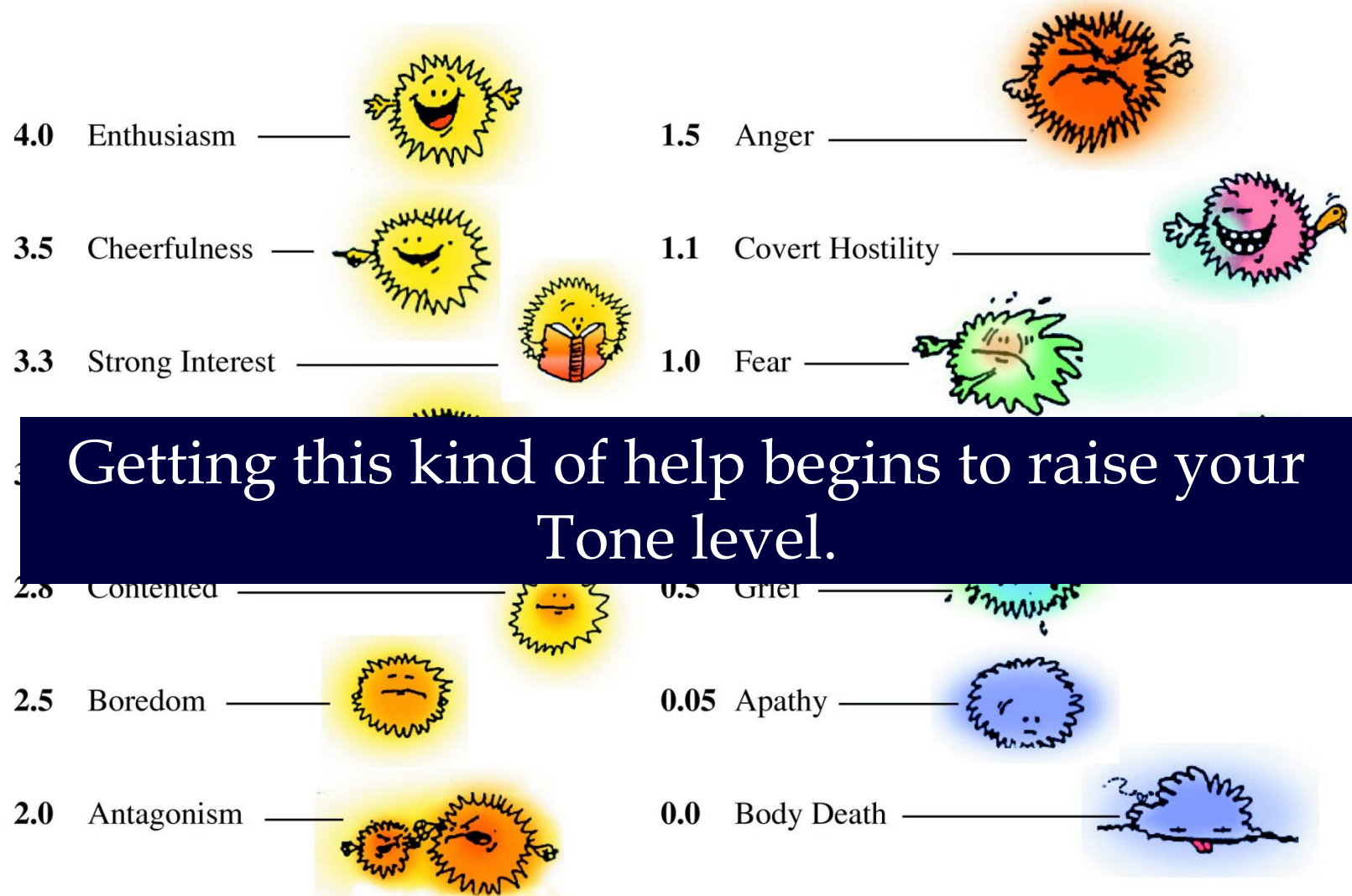
Manifestation: An observable indication of something. It can be seen or is plainly evident.

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.

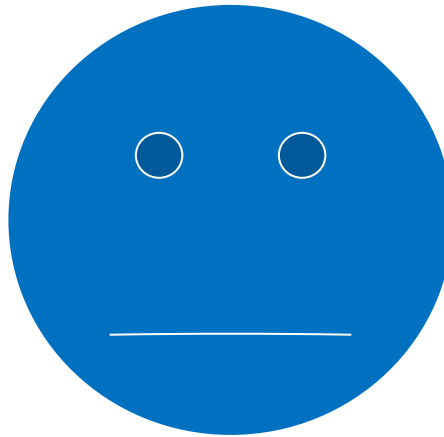
Two Types of People

Based on the works of L. Ron Hubbard

Constructive



Cyclic



Destructive



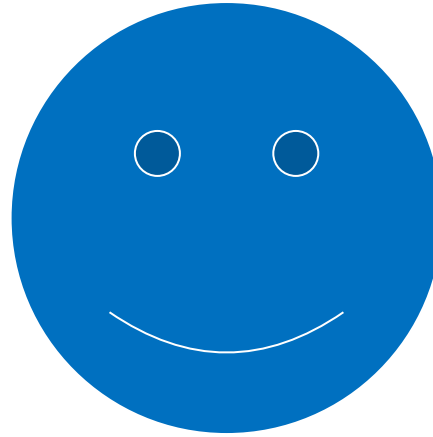
Two Types of People

Based on the works of L. Ron Hubbard

Constructive



Constructive



Destructive



Two Types of People

Based on the works of L. Ron Hubbard

Constructive



Destructive



Destructive



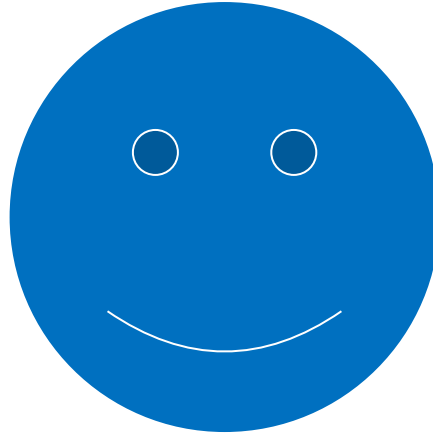
Two Types of People

Based on the works of L. Ron Hubbard

Constructive



Constructive



Destructive



Two Types of People

Based on the works of L. Ron Hubbard

20%

Constructive



Destructive



Destructive



Two Types of People

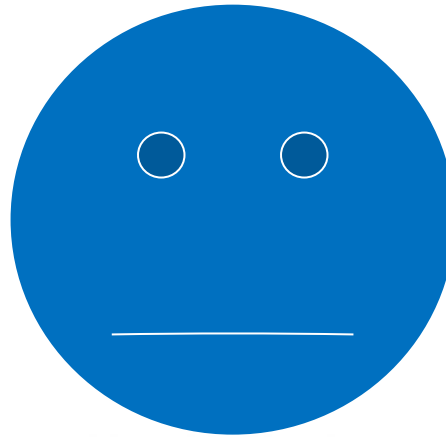
Based on the works of L. Ron Hubbard

2.5%

Constructive



Cyclic



Destructive



Suppressive Person

By L. Ron Hubbard

“A person who suppresses other people in their vicinity. A **Suppressive Person** will goof up or vilify any effort to help anybody and particularly knife with violence anything calculated to make human beings more powerful or more intelligent.”

Suppressive Person

By L. Ron Hubbard

**“Suppressive Person” is another
name for “Anti-Social Personality.”**

Suppress

By L. Ron Hubbard

“To squash, to sit on, to make smaller, to refuse to let reach, to make uncertain about his reaching...”

Suppression

By L. Ron Hubbard

“A harmful intention or action against which one cannot fight back. Thus when one can do *anything* about it, it is less **suppressive**.”

Potential Trouble Source (PTS)

By L. Ron Hubbard

“Somebody who is connected with a Suppressive Person who is invalidating them, their beingness, their life.”

Definition of Invalidate

By L. Ron Hubbard

“Invalidate: To make less or nothing of.”

Definition of Beingness

By L. Ron Hubbard

Beingness: The condition of being is defined as “the result of having assumed an identity.” It could be said to be “the role in a game.”

Definition of Beingness

By L. Ron Hubbard

“An example of beingness could be one’s own name. Another example would be one’s profession. Another example would be one’s physical characteristics. Each or all of these things could be called one’s beingness. Beingness is assumed by oneself, or given to oneself, or is attained. For example, in the playing of a game each player has his own beingness.”

Potential Trouble Source (PTS)

By L. Ron Hubbard

“The person is a Potential Trouble Source (PTS) because they are connected to the Suppressive Person.

Potential Trouble Source means the person is going to go up and fall down.”

Potential Trouble Source (PTS)

By L. Ron Hubbard

“And they are a trouble source because they are going to get upset and because they are going to make trouble.

And they really do make trouble. That’s very carefully named.”

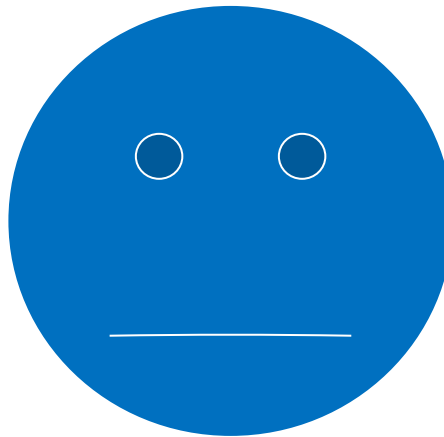
Two Types of People

Based on the works of L. Ron Hubbard

Social



Cyclic

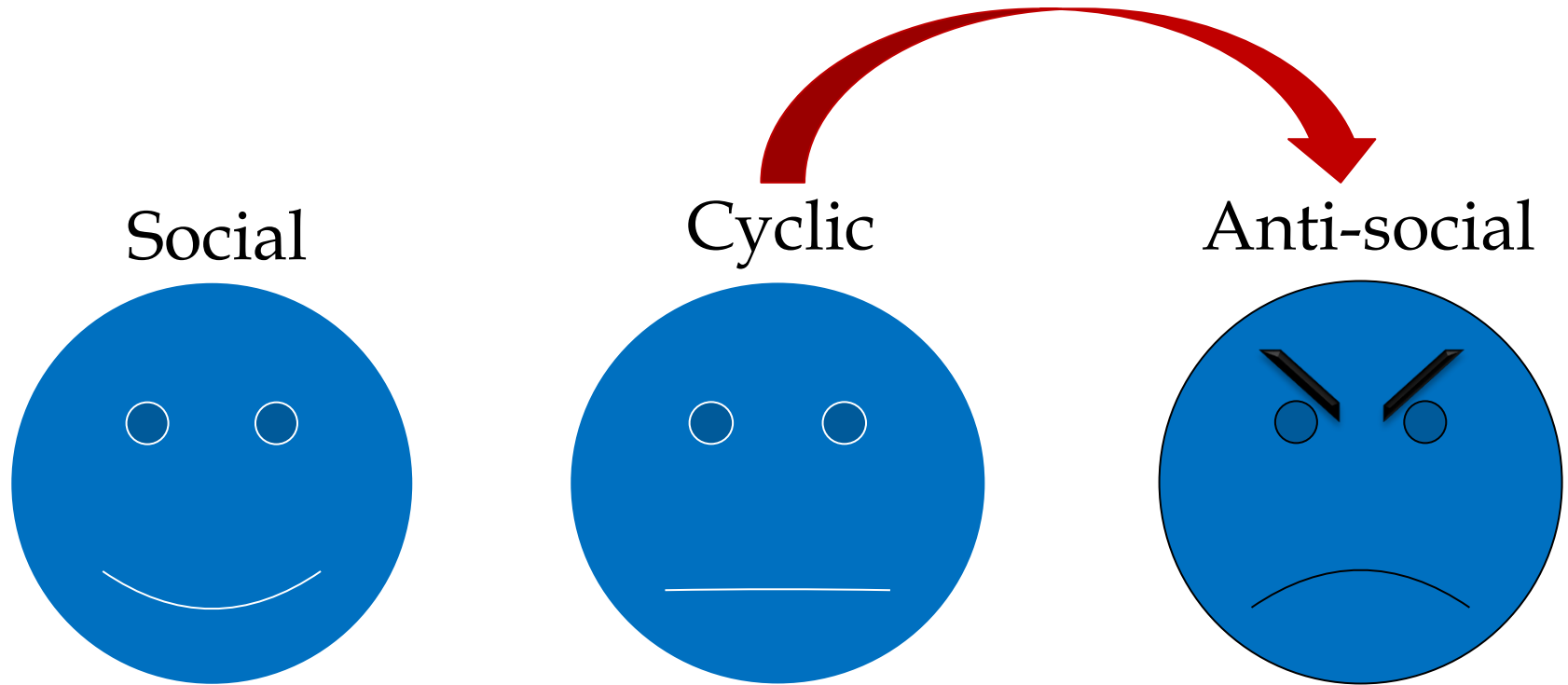


Anti-Social



Two Types of People

Based on the works of L. Ron Hubbard



Two Types of People

Based on the works of L. Ron Hubbard

Social



Anti-social



Anti-social



Two Types of People

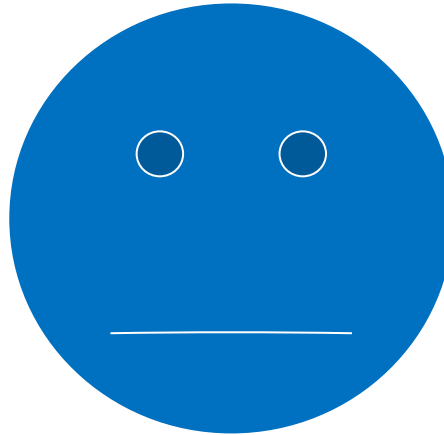
Based on the works of L. Ron Hubbard



Social



Cyclic



Anti-Social



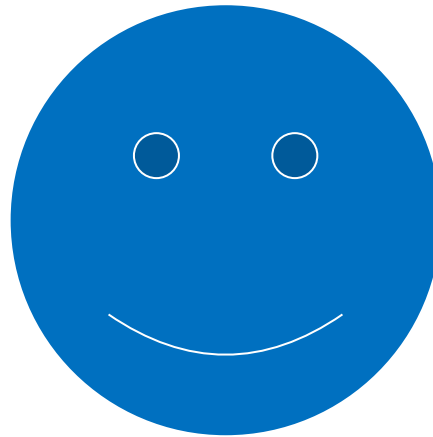
Two Types of People

Based on the works of L. Ron Hubbard

Social



Social



Anti-Social



PTS Indicators

Based on the works of L. Ron Hubbard

- The person “roller coasters,”
- They will make mistakes...