



Communication & Sales Seminar A

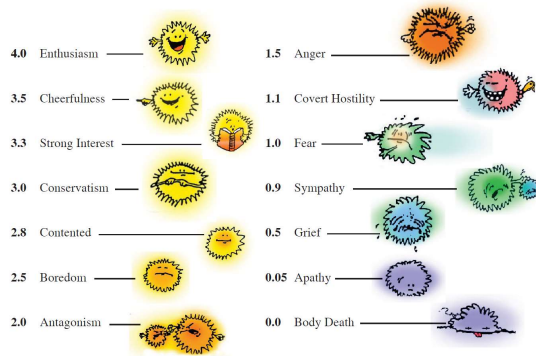
Based on the works of
L. Ron Hubbard

Section IV: Taking the Stress and Pressure out of the Sales Process!

1

THE EMOTIONAL TONE SCALE

By L. Ron Hubbard



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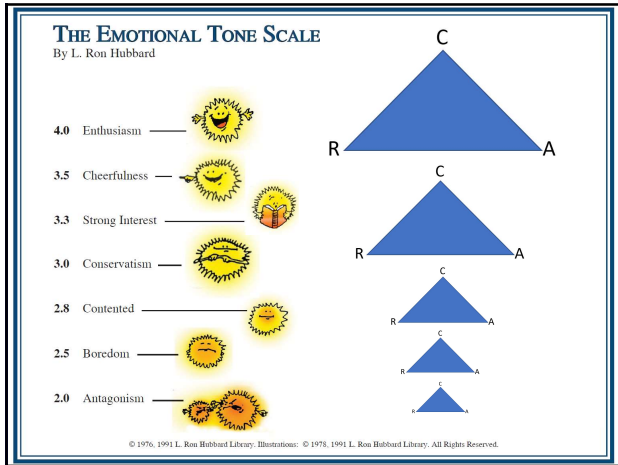
ARC & TONE SCALE

By L. Ron Hubbard

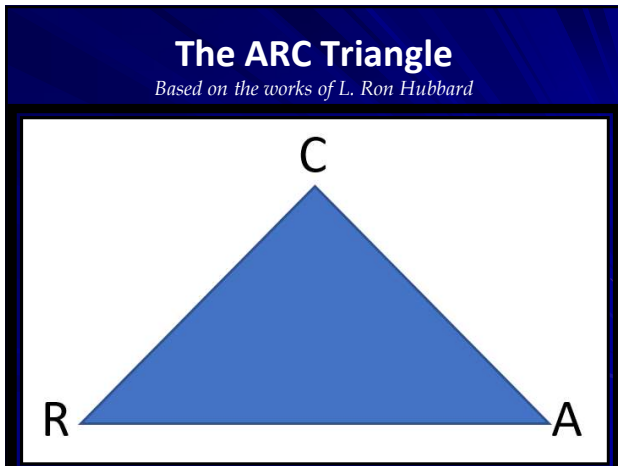
“Descending down the Tone Scale,
affinity, reality and communication
form in themselves a dissonance*,
one with the other.”

***Dissonance:** A lack of harmony, increase in tension or a
clash due to the combination of two disharmonious or
incompatible elements.

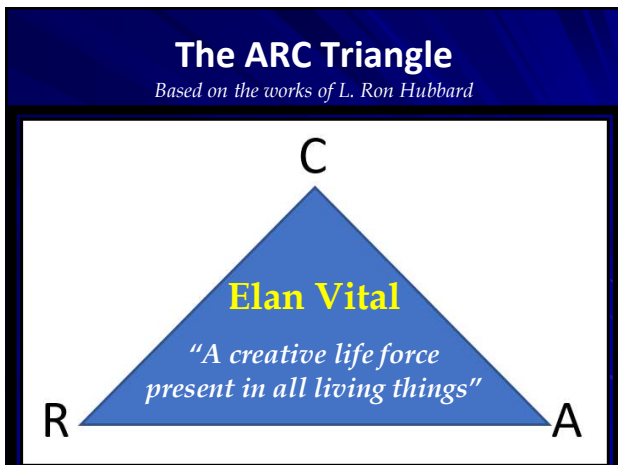
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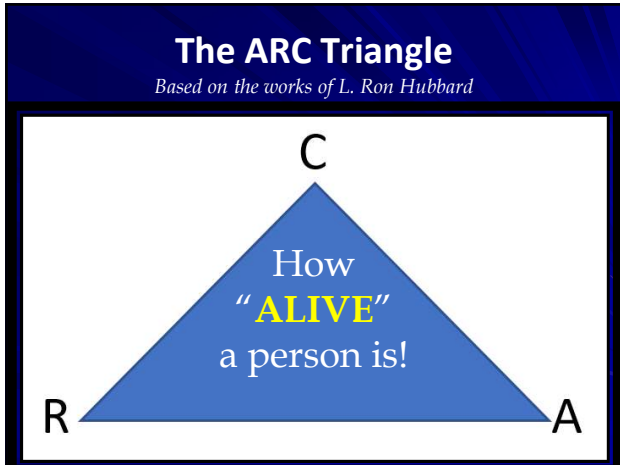
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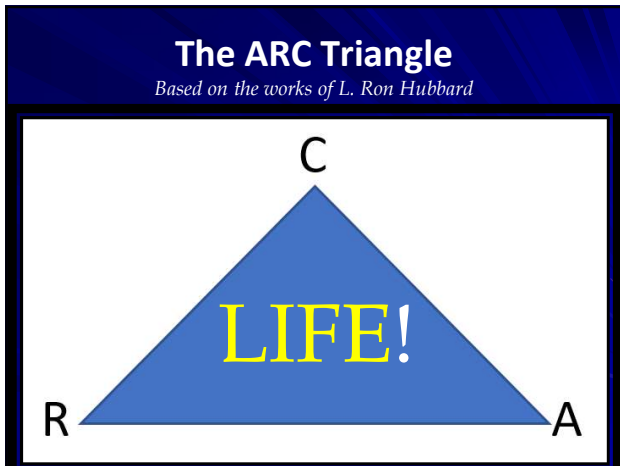
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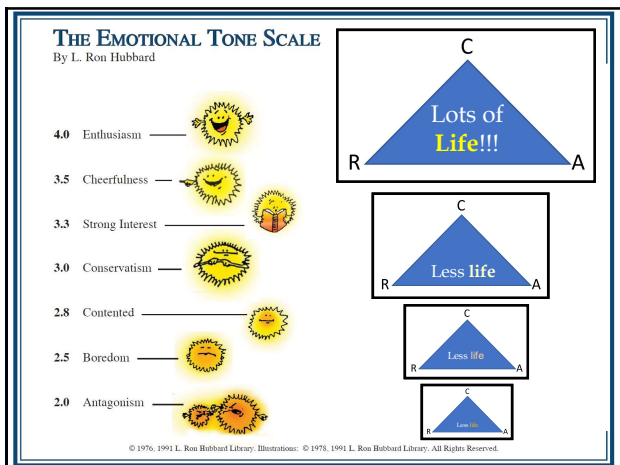
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ARC BASICS

Based on the works of L. Ron Hubbard

10

ARC BASICS

Based on the works of L. Ron Hubbard

11

ARC BASICS

Based on the works of L. Ron Hubbard

SIMILARITIES = ATTRACT

OPPOSITES = REPEL

12

SIMILARITIES
ATTRACT

13

SIMILARITIES
ATTRACT

14

OPPOSITES
REPEL

15

OPPOSITES
REPEL

16

LAWS OF ARC
Based on the works of L. Ron Hubbard

SIMILARITIES = ATTRACT

OPPOSITES = REPEL

17

M
E
S
T

18

Matter
E
S
T

19

Matter
Energy
S
T

20

Matter
Energy
Space
T

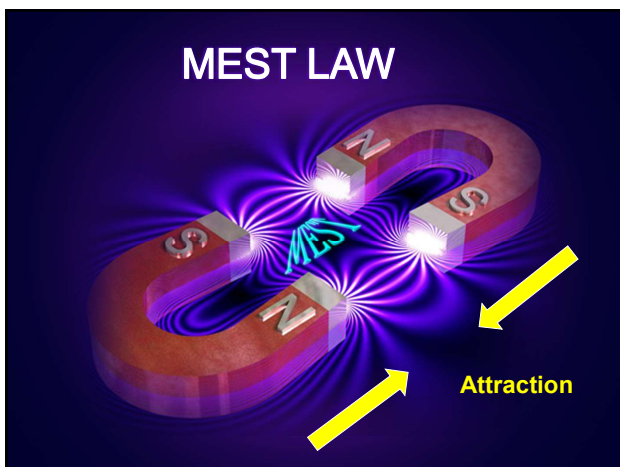
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Matter
Energy
Space
Time

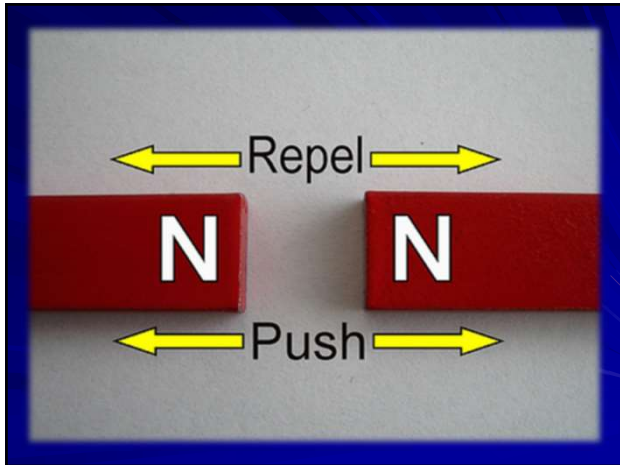
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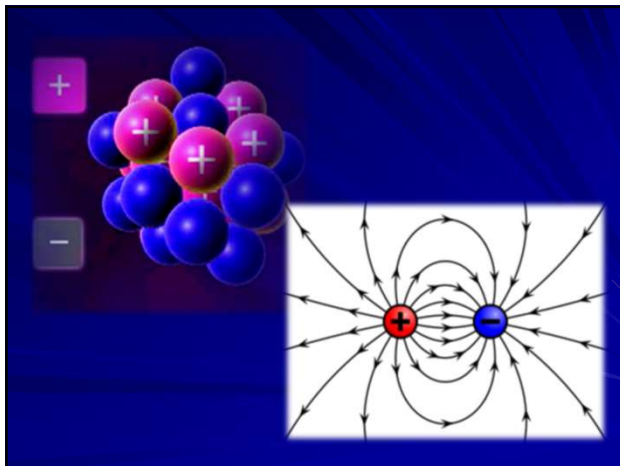
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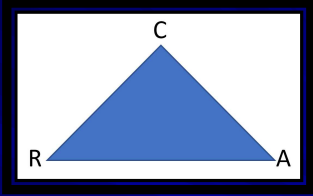
LAWS OF MEST
Based on the works of L. Ron Hubbard

OPPOSITES = ATTRACT

SIMILARITIES = REPEL

27

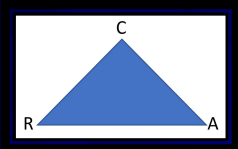

LAWS OF ARC
Based on the works of L. Ron Hubbard



SIMILARITIES = ATTRACT

OPPOSITES = REPEL

28

	
SIMILARITIES ATTRACT	OPPOSITES ATTRACT
OPPOSITES REPEL	SIMILARITIES REPEL

29


FLOW
By L. Ron Hubbard

"A progress of energy between two points."

REF: Technical Dictionary "Flow"

30


EVER BEEN SOLD BY A PERSON WHO WAS
"DESPERATE"?



What was your reaction to their "must have
your money" flow?

31

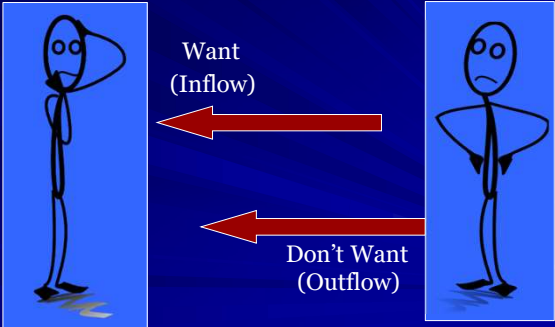
EVER BEEN SOLD BY A PERSON WHO
WAS "DESPERATE"?



What was your reaction to his "need" flow?

32

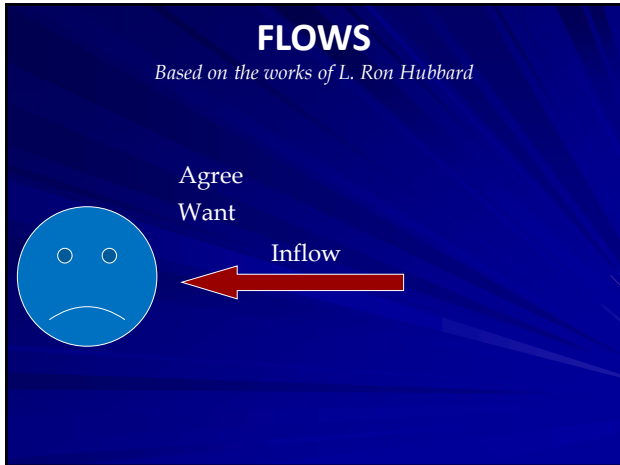
FLows WHEN OPERATING DOWN THE
TONE SCALE



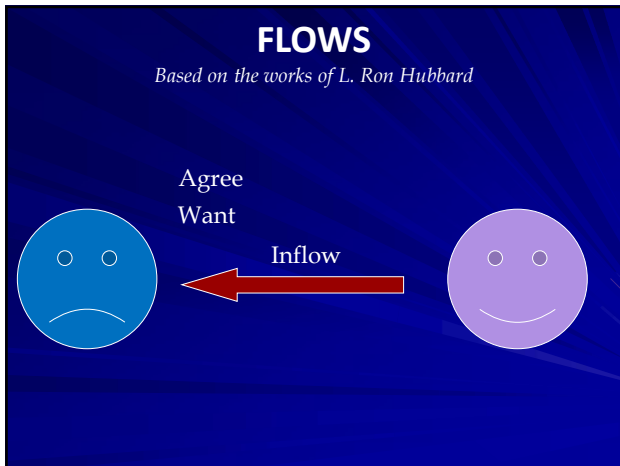
Want
(Inflow)

Don't Want
(Outflow)

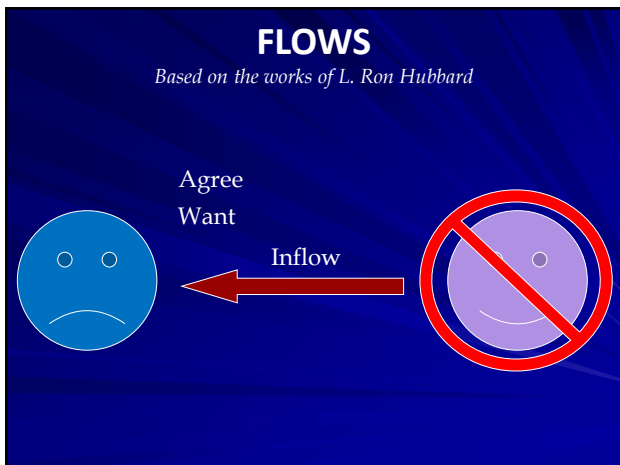
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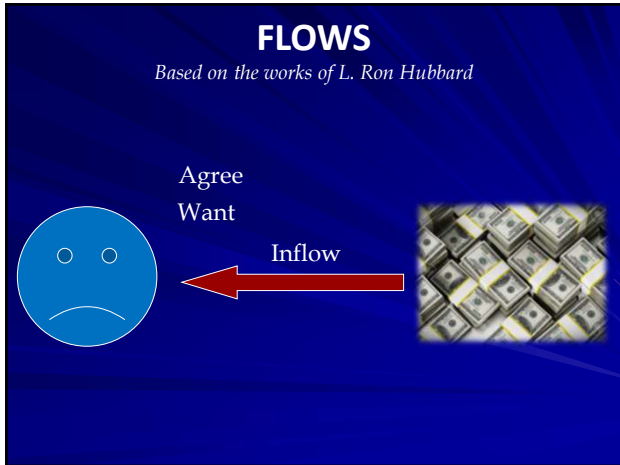
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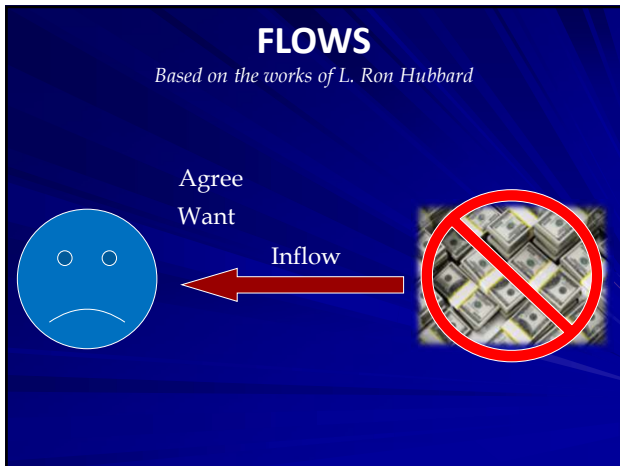
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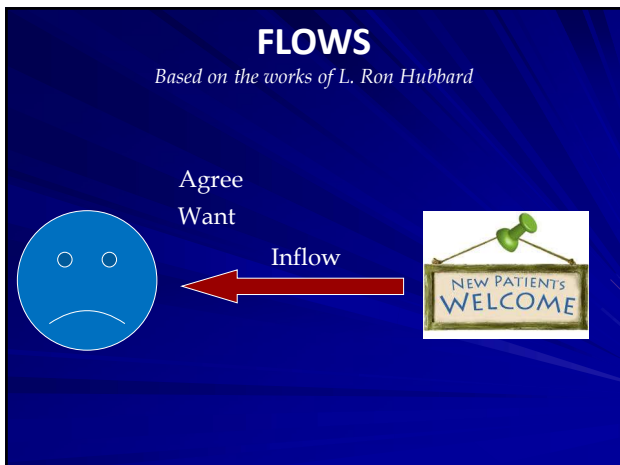
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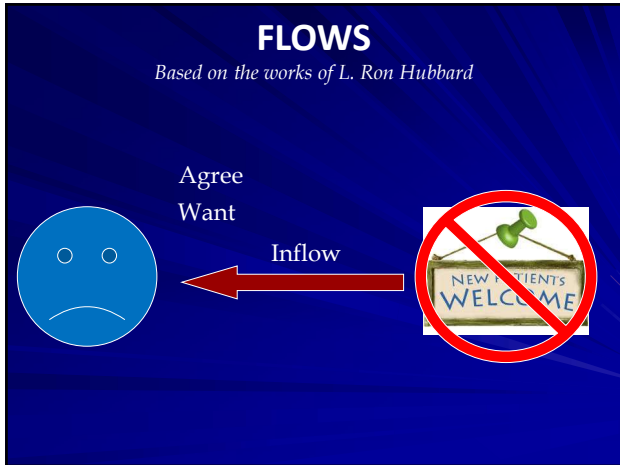
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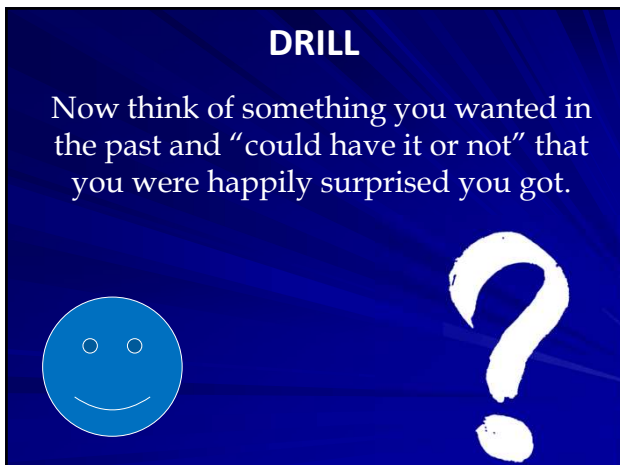
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41



42

Flows

Based on the works of L. Ron Hubbard

Outflow

Don't Want

Disagree

43

Flows

Based on the works of L. Ron Hubbard

Outflow

Don't Want

Disagree

44

Flows

Based on the works of L. Ron Hubbard

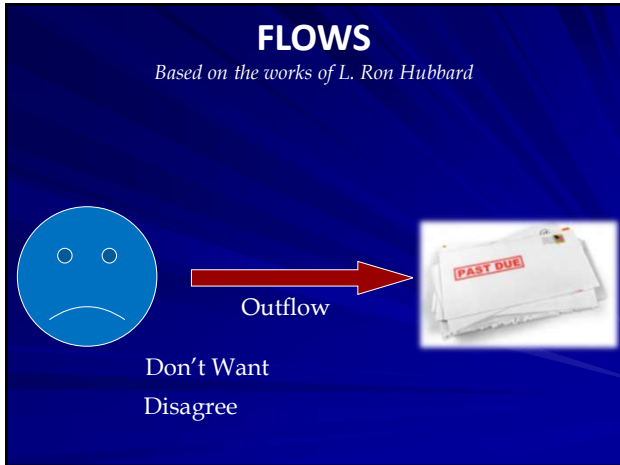
Outflow

Don't Want

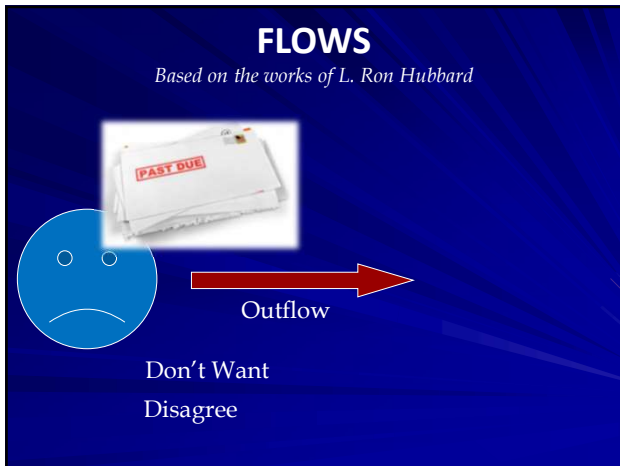
Disagree

45

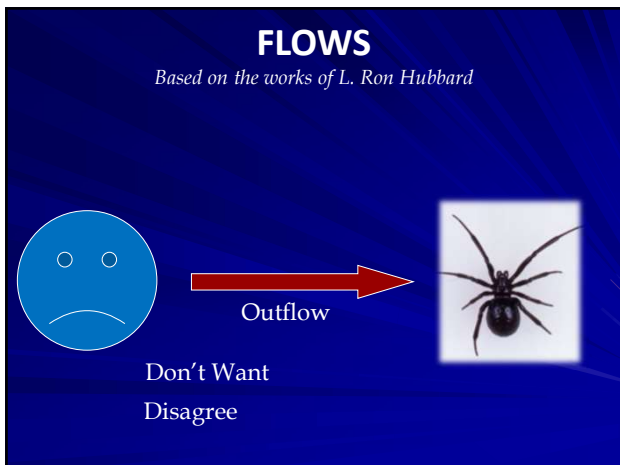
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46



47



48

FLOWS *Based on the works of L. Ron Hubbard* Don't Want Disagree

49

DRILL Think of something you desperately tried to avoid in the past - something you really didn't want to happen - that ended up happening.

50

DRILL Now think of something you didn't want to have happen but were prepared in case it did, that didn't end up happening.

51

MEST & THE TONE SCALE








By L. Ron Hubbard

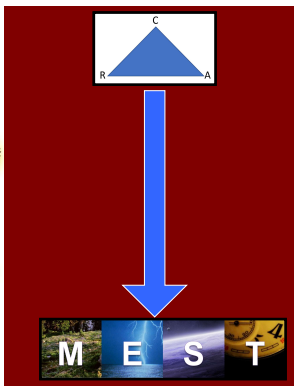
"And he begins to become matter and act like matter, that is, just to the ratio that he goes down the Tone Scale."

52

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 — 



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SPACE & THE TONE SCALE

By L. Ron Hubbard

"And the next thing you know, this guy is getting solider and solider and solider and he starts to obey the laws of matter itself."

54



55



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"Serious" Defined
By L. Ron Hubbard

"SERIOUS: When interest is important because of penalty."

57

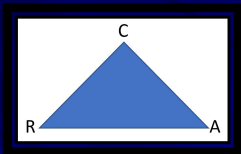
"Serious" Examples

"I better close this case because I need that money to pay bills!"

"I must get new patients or else I will fail!"

"I can't have this patient refund!"

58



SIMILARITIES
ATTRACT

OPPOSITES
REPEL



OPPOSITES
ATTRACT

SIMILARITIES
REPEL

59

Quiz

"I better close this case because I need that money to pay bills!"

High on the tone scale or low?

LOW!

60

Quiz

"I better close this case because I need that money to pay bills!"

If low on the tone scale, will this office get the close or will the patient refuse the treatment?

61

Quiz

"I must get new patients or else I can't survive!"

High on the tone scale or low?

LOW!

62

Quiz

"I must get new patients or else I can't survive!"

If low on the tone scale, will this practice get lots of new patients or will the place be empty?

63

Quiz

"I can't have this patient refund!"

High on the tone scale or low?

LOW!

64

Quiz

"I can't have this patient refund!"

If low on the tone scale, will this office handle the patient or will they probably get a big refund?

65

Spirit of Play

By L. Ron Hubbard

"And the more serious you take the game, the less chance there is of winning. The bottom of the Tone Scale is 'lose' and the top of it is 'win'.

"This tells you it takes lots of space and lots of unseriousness to win."

66

Spirit of Play

By L. Ron Hubbard

"And you couldn't possibly think that anybody could be serious and win through this universe."

67

"Serious" Defined

By L. Ron Hubbard

"**SERIOUS:** When interest is important because of penalty."

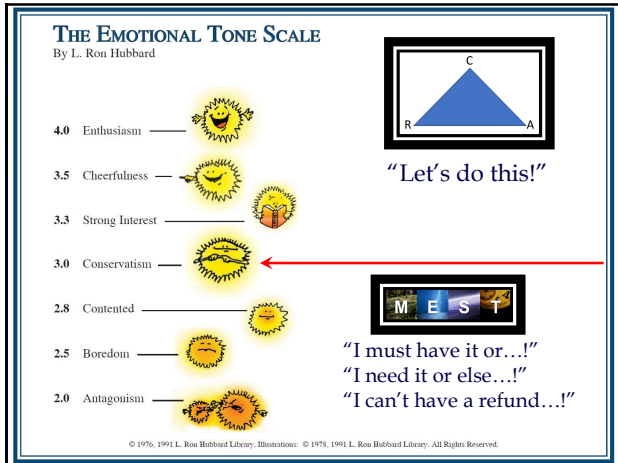
68

Spirit of Play

By L. Ron Hubbard

"When a man loses his spirit of play, he's dead. That means that guys start dying at about 3.0."

69



70



71

Insouciance
(in-sou-ci-ance)

(n) A casual lack of concern;
indifference. A calm and
relaxed state.

LaWhimsy//Word Nerd

72



73

FLIPPANT

“Characterized by levity”

LEVITY:

1. Treatment of a serious matter with humor
2. Lightness of mind, character, or behavior)

74

Spirit of Play
By L. Ron Hubbard

“There’s nothing succeeds like insouciance. Plain flippancy will actually get more done in less time than anything else you can name.”

75

Insouciant (adj);
Free from worry, concern,
or anxiety

76

/in'susians/ - in-sou-ci-ance

Insouciance

(noun) the cheerful feeling you have when nothing is troubling you

77

insouciant

adjective [in-soo-see-uh nt;
French an-soo-syahn]

free from concern,
worry, or anxiety;
nonchalant.

 Dictionary.com

78

What to do?

To get out of being effect of the laws of "MEST" and instead operate with **ARC**, one must be high enough on the tone scale and operate at **GAMES** and be insouciant!

79

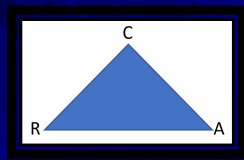
22.0 Games

4.0 Enthusiasm

3.0 Conservatism

2.0 Antagonism

1.0 Fear



80

Living

By L. Ron Hubbard

"There is only one way, really, to get into a state of living and that's *live*! There is no substitute for an all-out, over-the-ramparts, howling charge against life. That's *living*."

81

Living

By L. Ron Hubbard

"Living does not consist of sitting in a temple in the shadows and getting rheumatism from the cold stones. Living is hot, it's fast, it's often brutal! It has a terrific gamut of emotional reactions."

82

Living

By L. Ron Hubbard

"If you are really willing to live, you first have to be willing to do anything that consists of living. Weird. But it's one of those awfully true things that you wonder why one has to say it. And yet it has to be said."

83

How to Operate?

Games are ABOVE 20.0 on the tone scale, which is ACTION!

This is not just "thinking good thoughts"! This is getting in there and MOVING with effective ACTION and being willing to experience anything, shrugging off the losses!

84

WINNING

By L. Ron Hubbard

“And the more serious you take the game, the less chance there is of winning. The bottom of the Tone Scale is ‘lose’ and the top of it is ‘win’.

85

WINNING

By L. Ron Hubbard

“This tells you it takes lots of space and lots of unseriousness to win.”

86

DRILL

1. Find a few times in your youth when you were completely serious and how that didn't help.
2. Find a few times in the office when you got serious and how that didn't work out so well.

87

DRILL

1. Now find a time in your youth when you were completely insouciant and totally not serious.
2. Find a time when you were totally insouciant with a patient when they were a bit serious and how that went.

88

DRILL

1. List out some things you are concerned about right now – things that are definite concerns.
2. Work out how one could be insouciant and non-serious about these issues.

89

TIME MACHINE DRILL

1. What do you want to look back on in your life and be proud to have done?
2. Compare that list to your existing problems and concerns from the last drill.

90

