



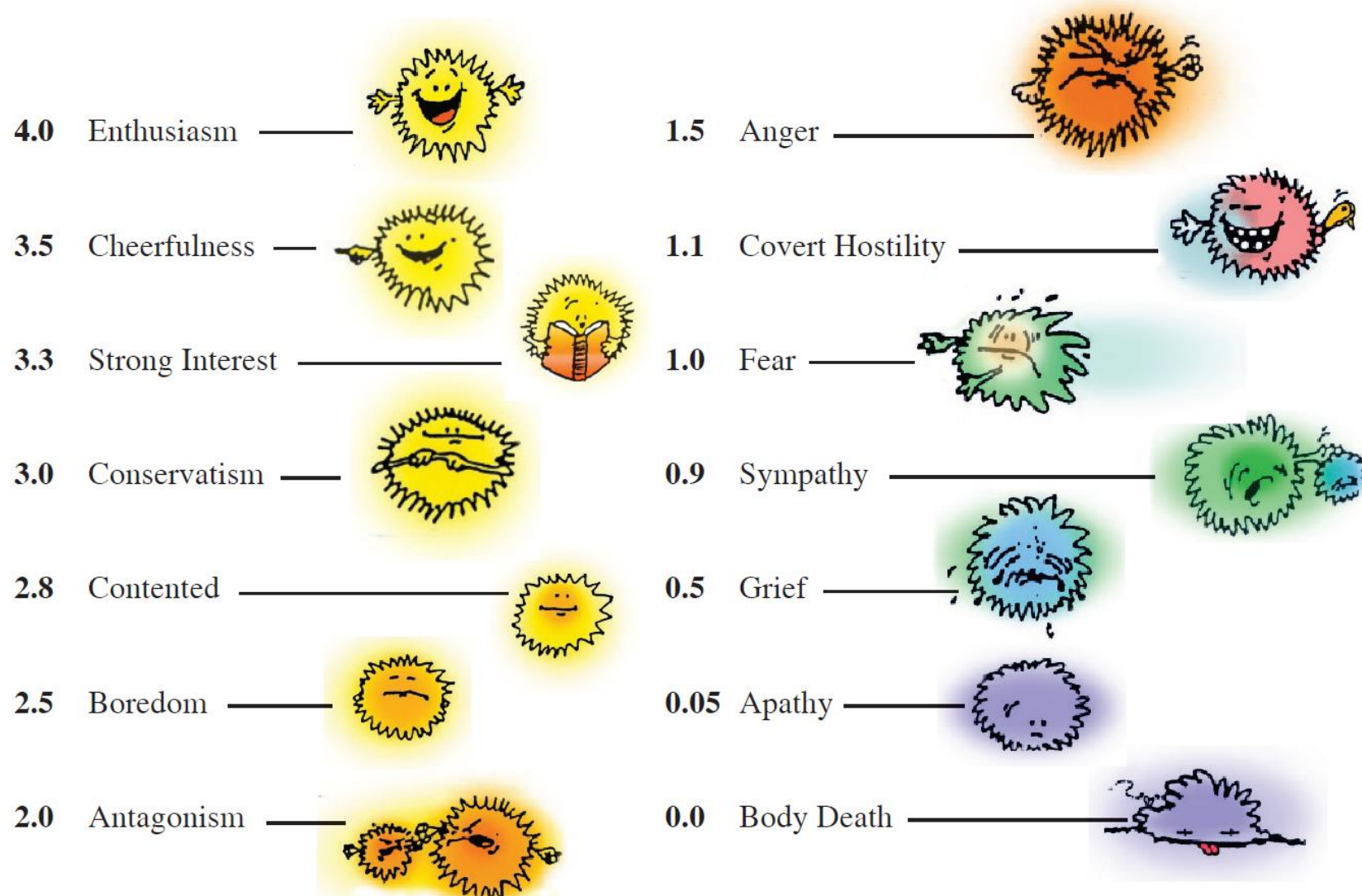
# Communication & Sales Seminar A

*Based on the works of*  
**L. Ron Hubbard**

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

# THE EMOTIONAL TONE SCALE

By L. Ron Hubbard



# 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.

# THE EMOTIONAL TONE SCALE

By L. Ron Hubbard

4.0 Enthusiasm —



3.5 Cheerfulness —



3.3 Strong Interest —



3.0 Conservatism —



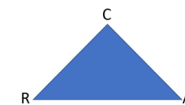
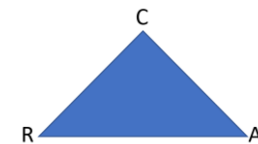
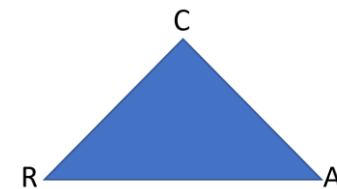
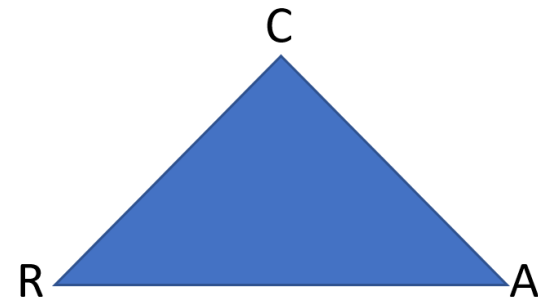
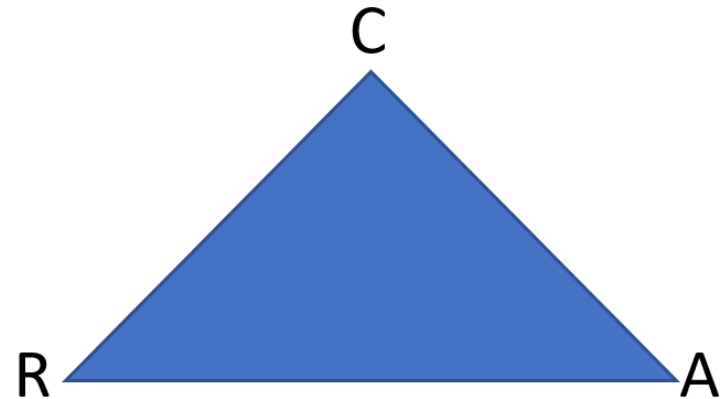
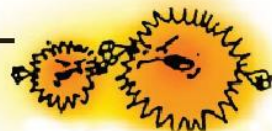
2.8 Contented —



2.5 Boredom —

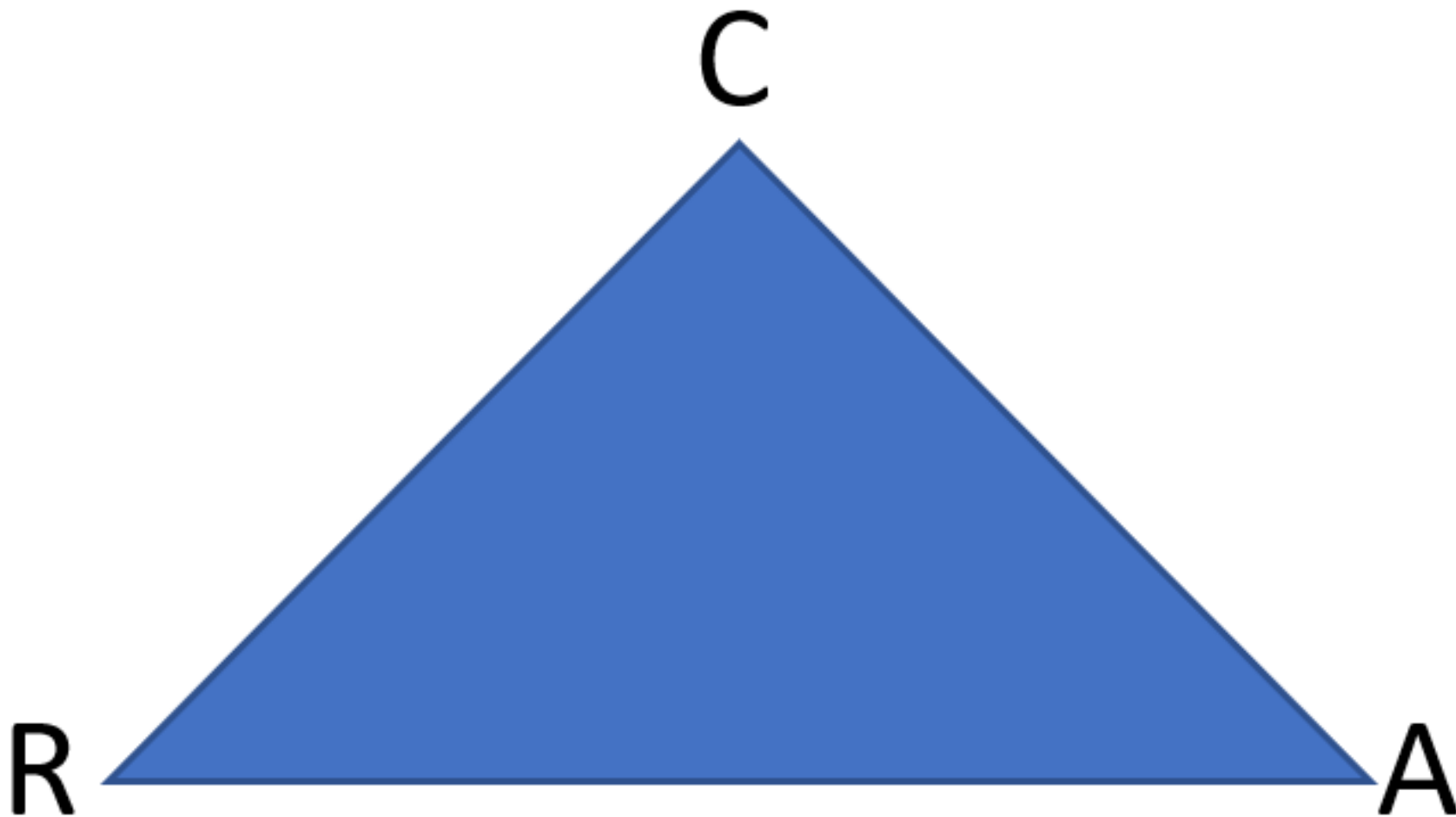


2.0 Antagonism —



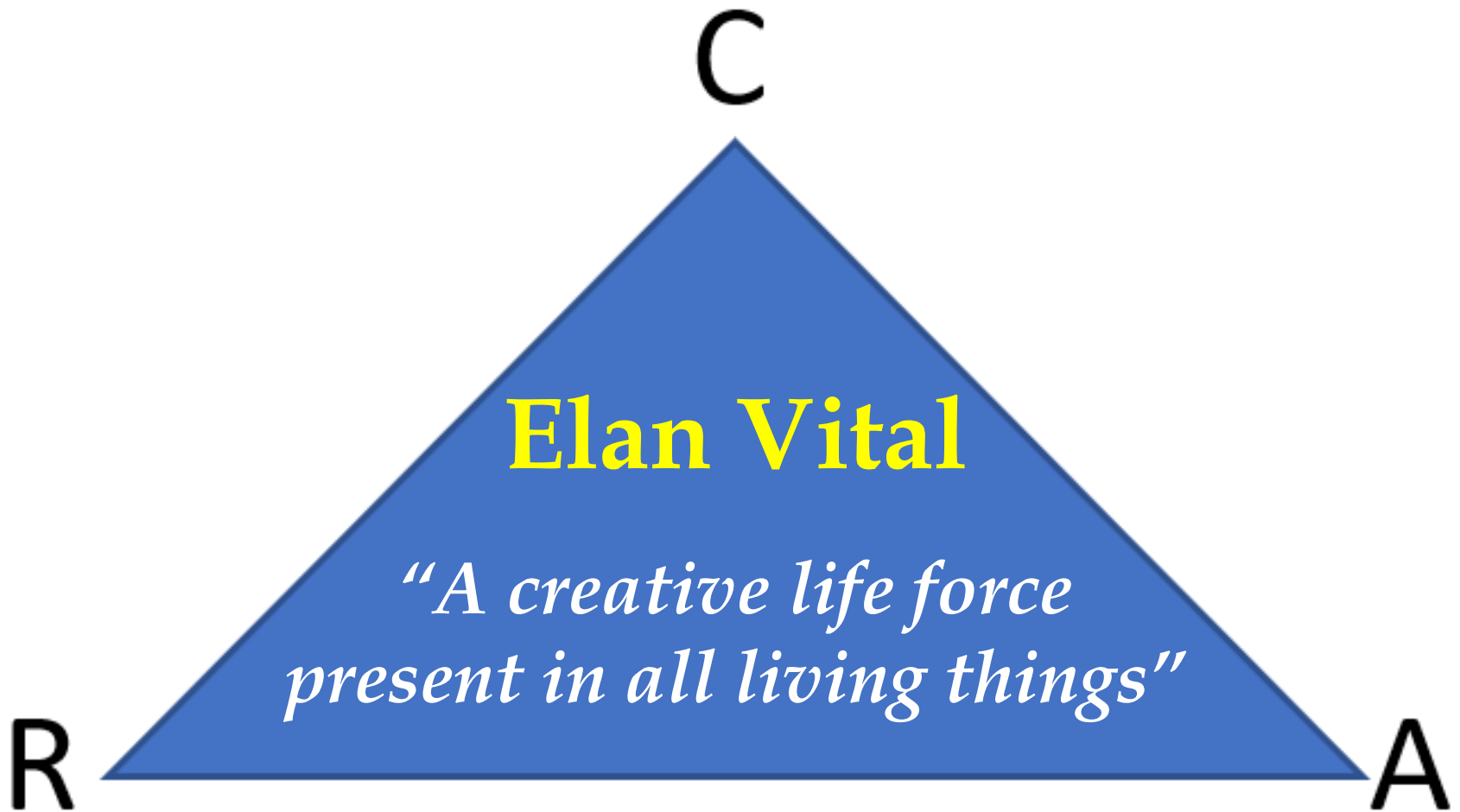
# The ARC Triangle

*Based on the works of L. Ron Hubbard*



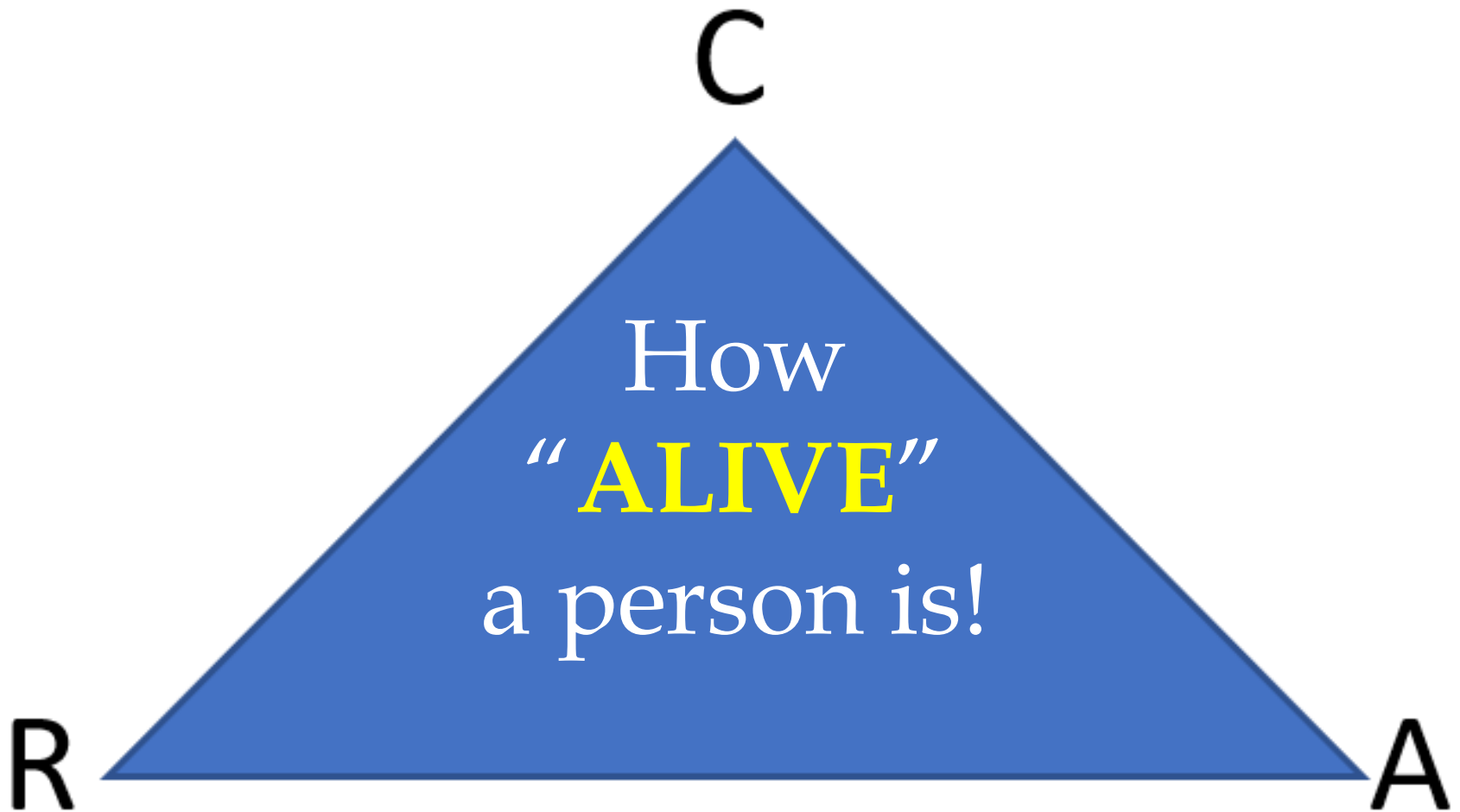
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*Based on the works of L. Ron Hubbard*



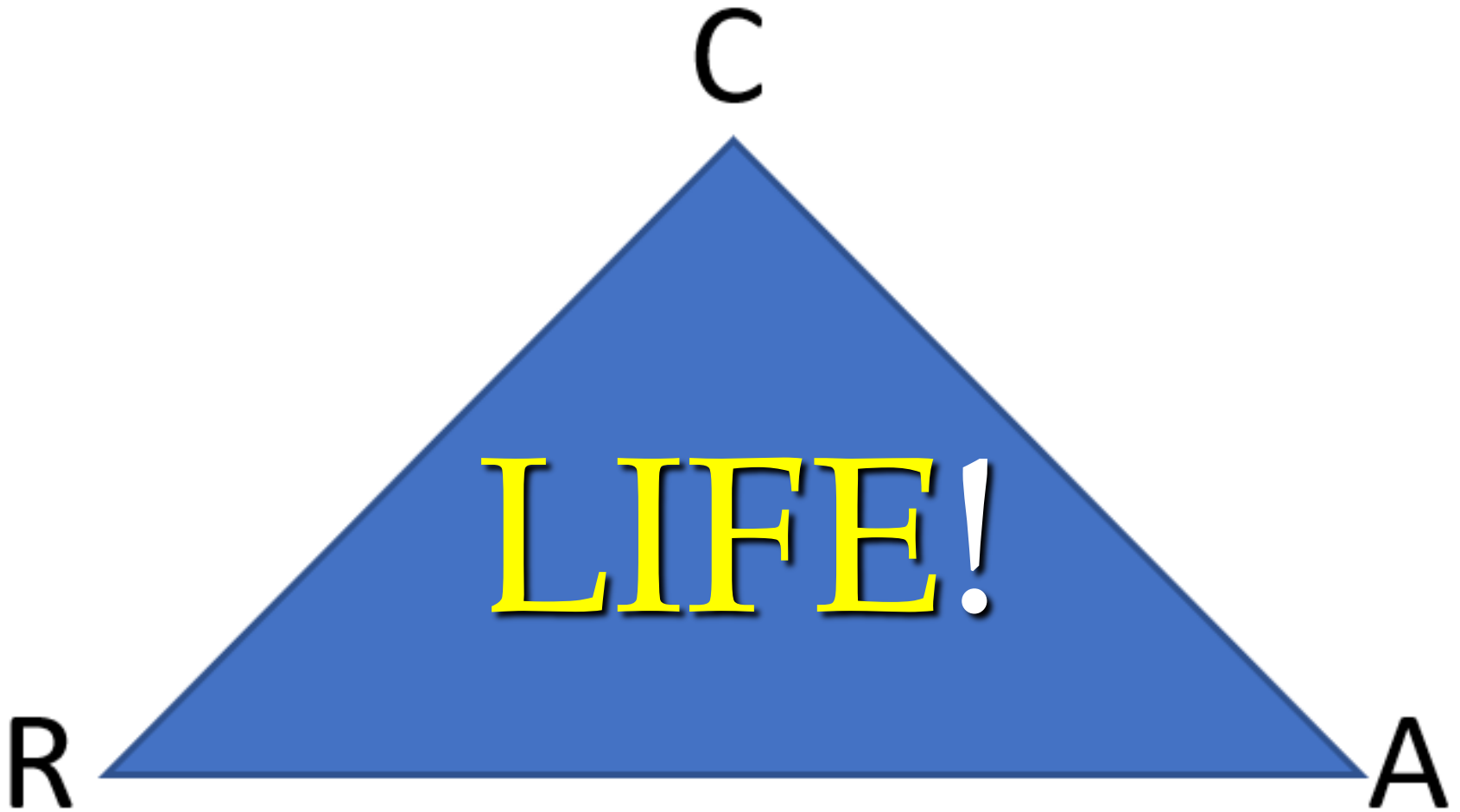
# The ARC Triangle

*Based on the works of L. Ron Hubbard*



# The ARC Triangle

*Based on the works of L. Ron Hubbard*





# THE EMOTIONAL TONE SCALE

By L. Ron Hubbard

4.0 Enthusiasm —



3.5 Cheerfulness —



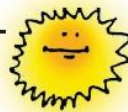
3.3 Strong Interest —



3.0 Conservatism —



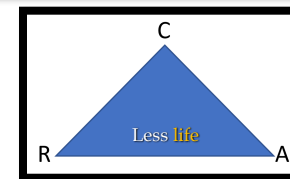
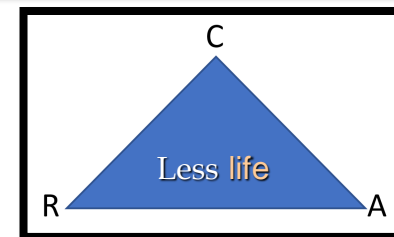
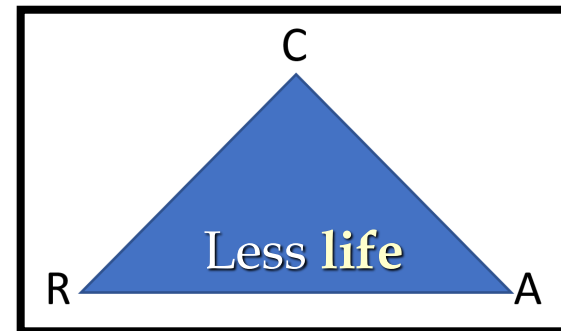
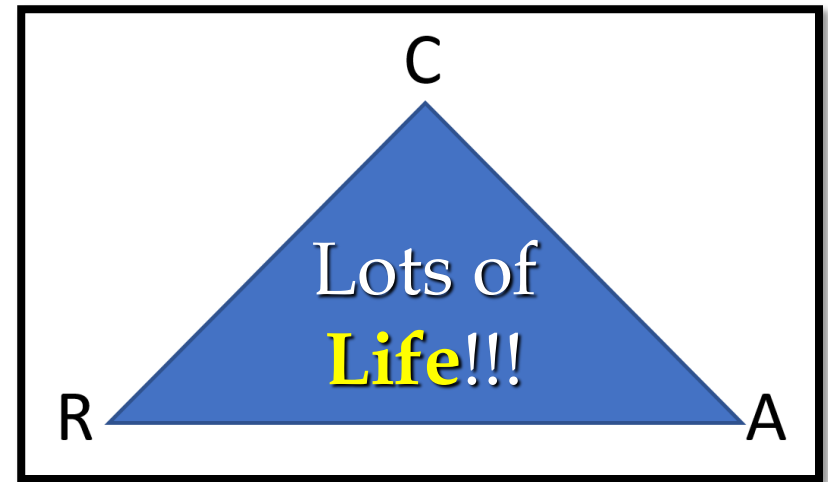
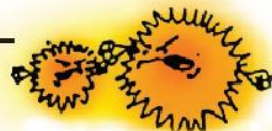
2.8 Contented —



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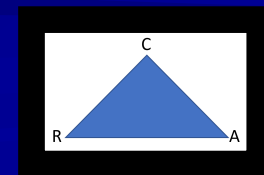
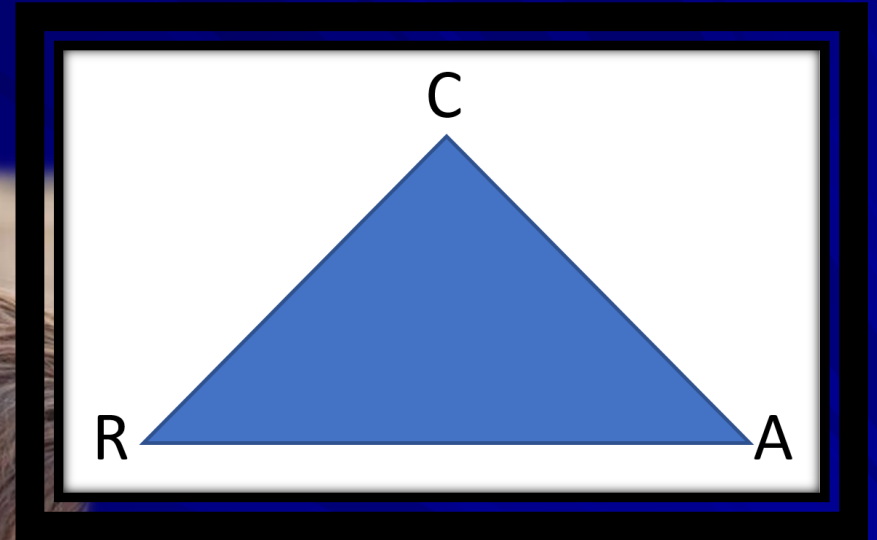


2.0 Antagonism —



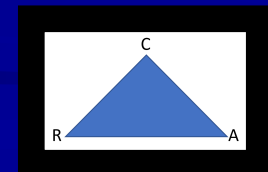
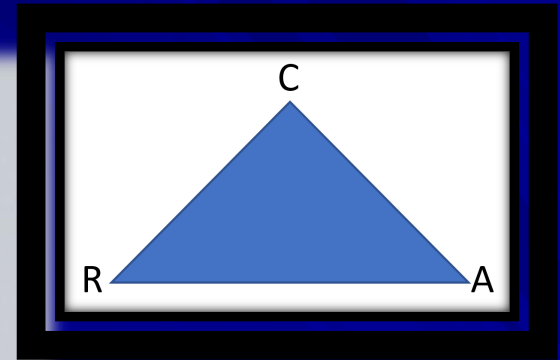
# ARC BASICS

*Based on the works of L. Ron Hubbard*



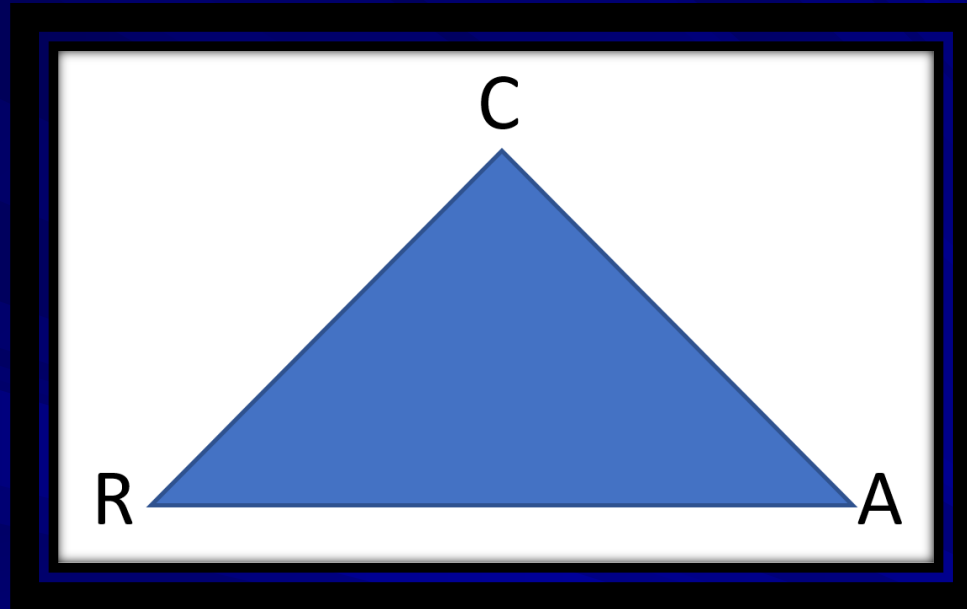
# ARC BASICS

*Based on the works of L. Ron Hubbard*



# ARC BASICS

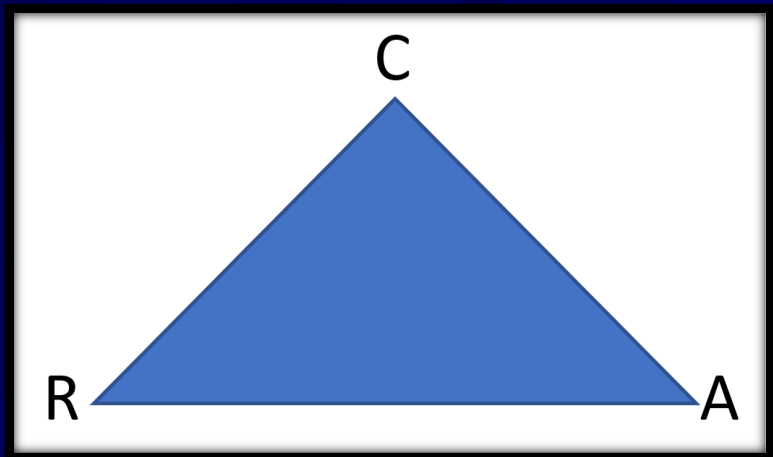
*Based on the works of L. Ron Hubbard*



**SIMILARITIES = ATTRACT**

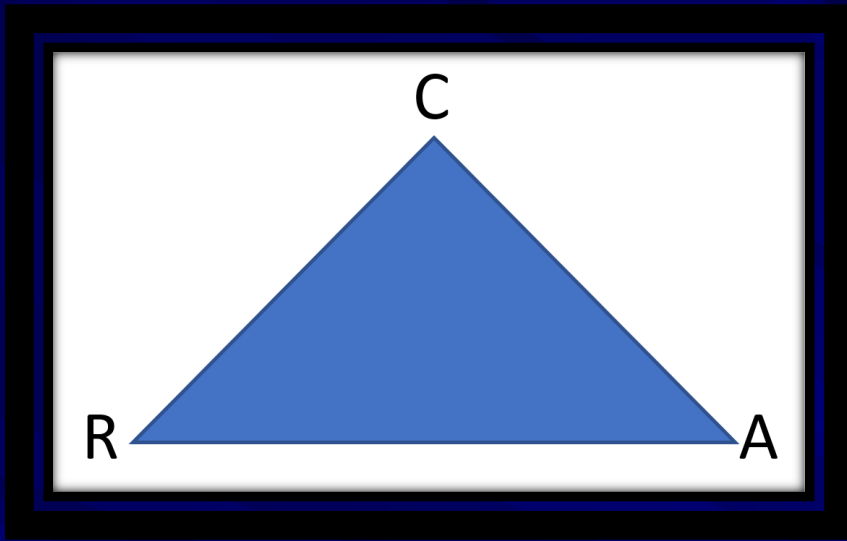
**OPPOSITES = REPEL**





**SIMILARITIES**  
**ATTRACT**

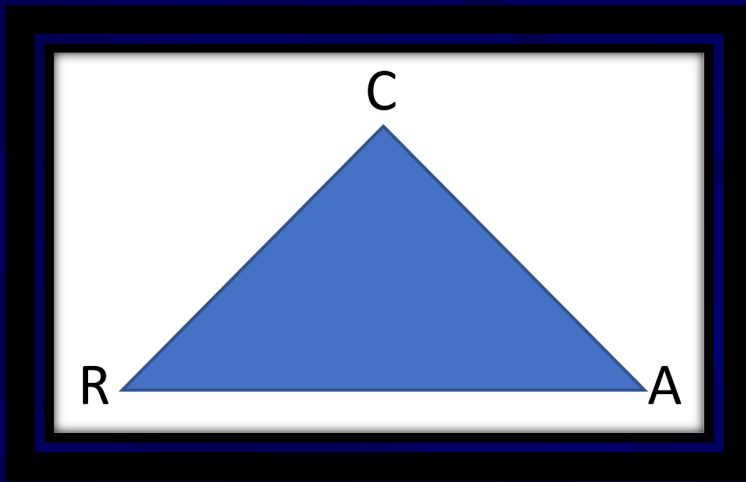




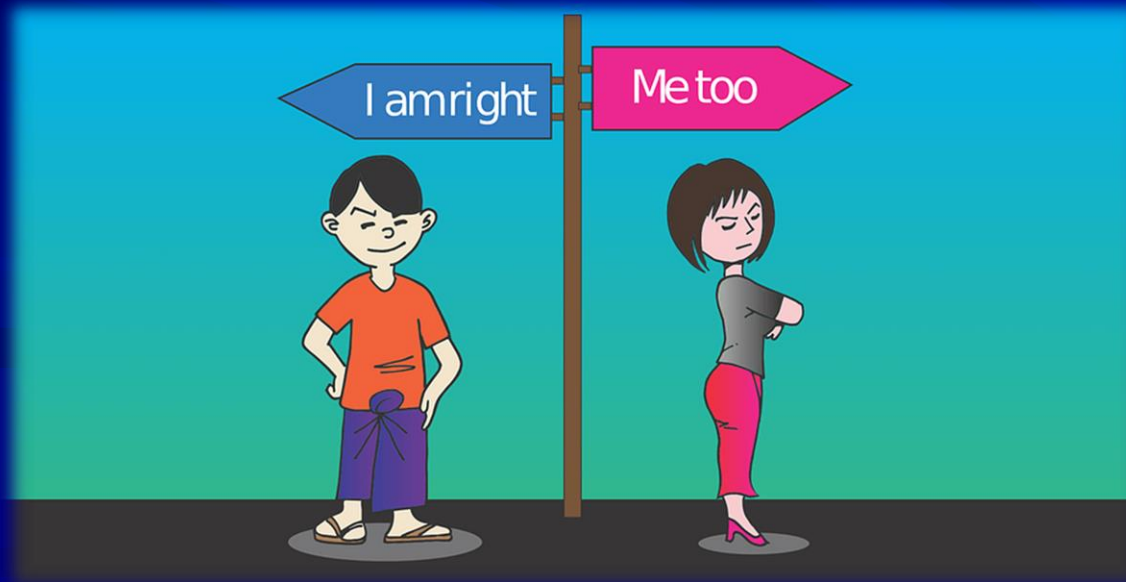
**SIMILARITIES**  
ATTRACT

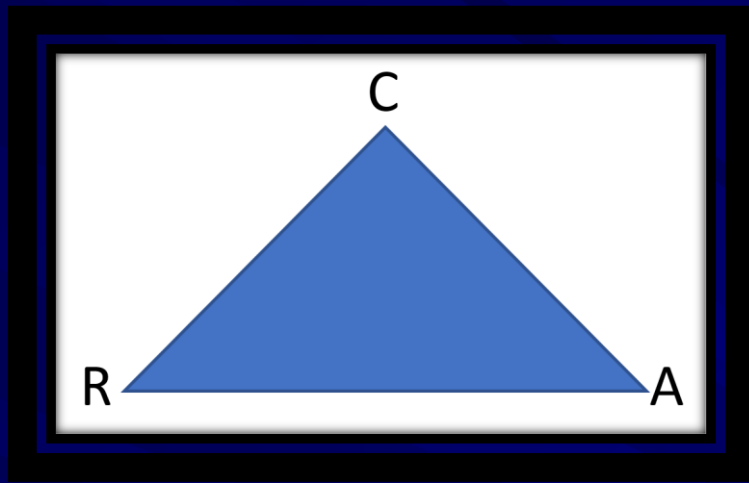






**OPPOSITES**  
**REPEL**





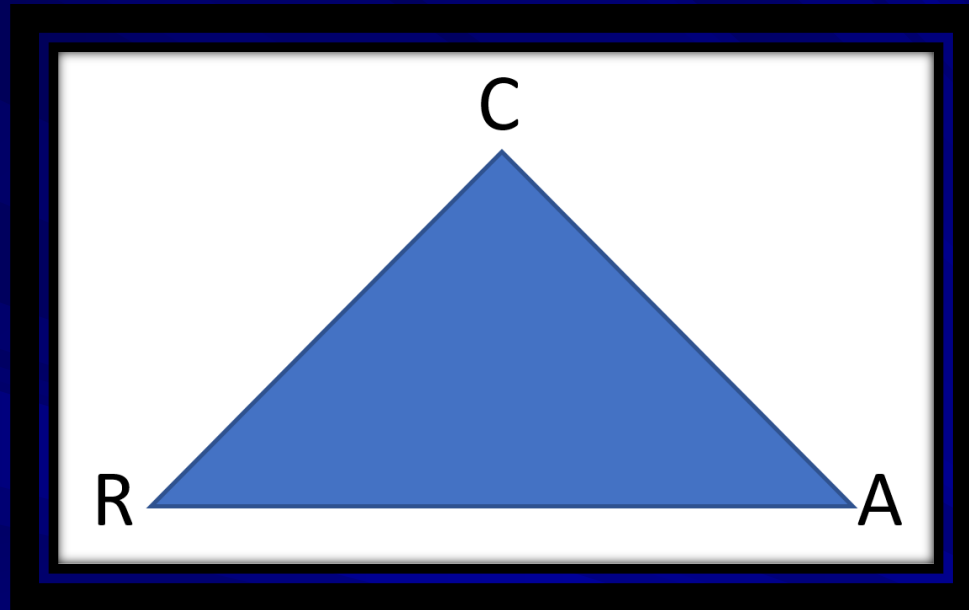
**OPPOSITES**  
REPEL





# LAWS OF ARC

*Based on the works of L. Ron Hubbard*



**SIMILARITIES** = ATTRACT

**OPPOSITES** = REPEL

M  
E  
S  
T

**Matter**

**E**

**S**

**T**

**Matter**

**Energy**

**S**

**T**

**Matter**

**Energy**

**Space**

**T**

**Matter**

**Energy**

**Space**

**Time**





M



E



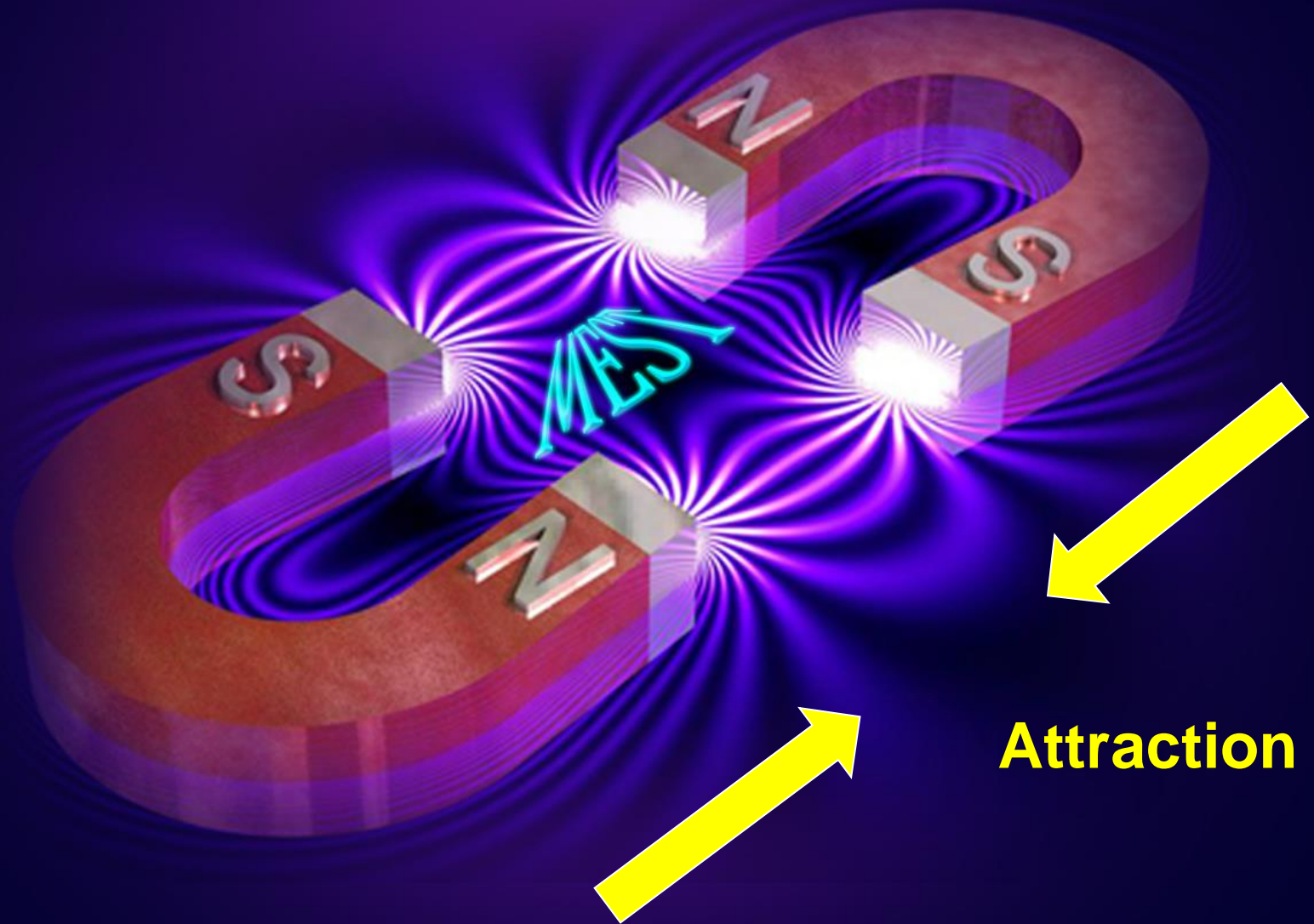
S



T



# MEST LAW

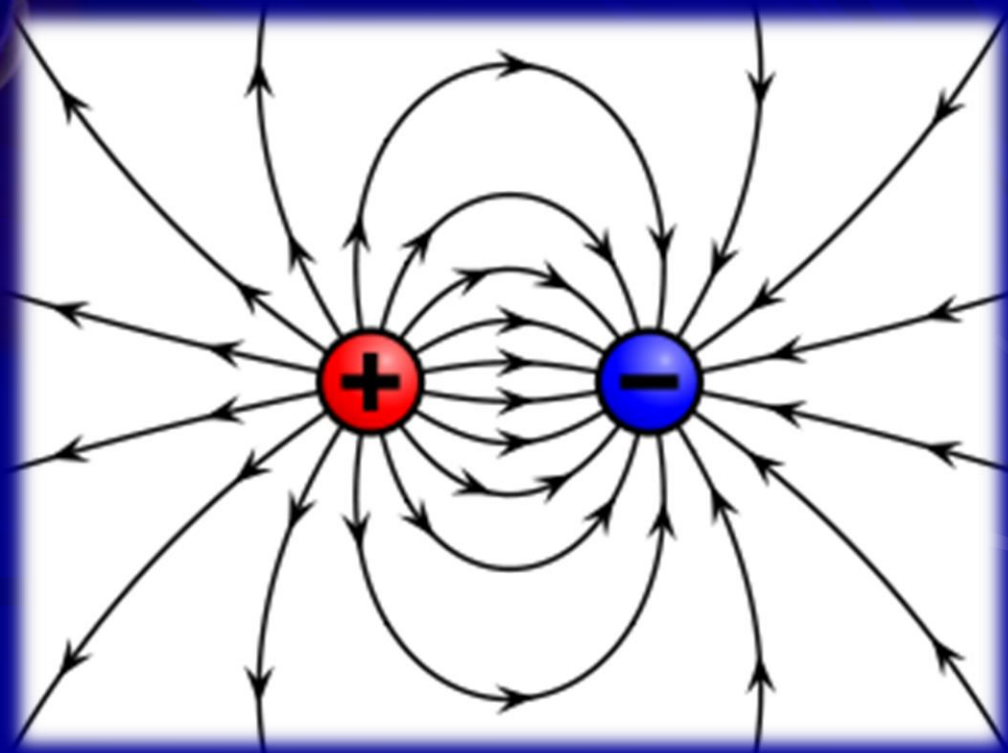
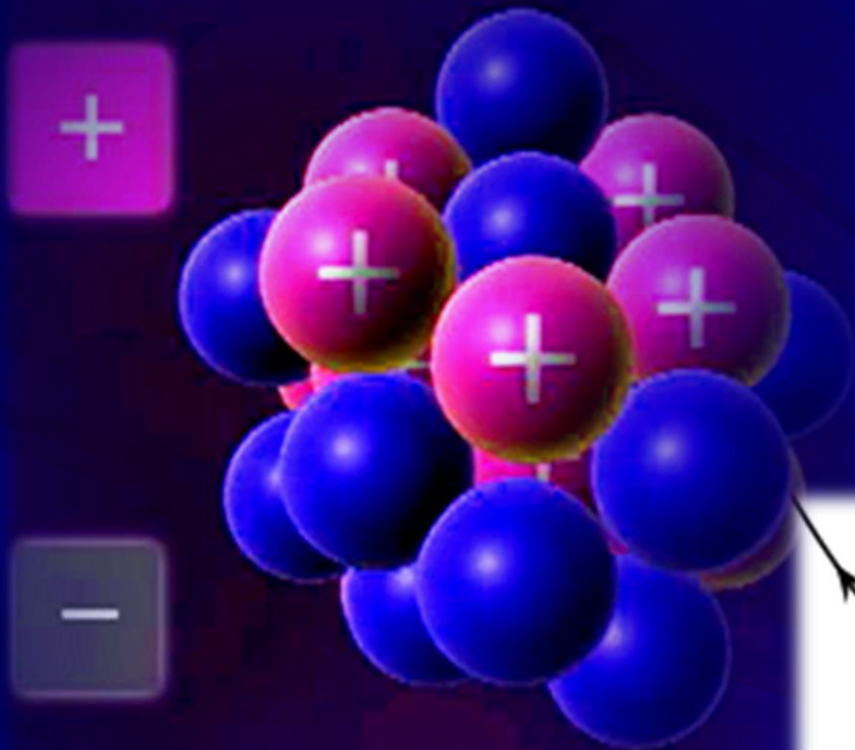




← Repel →



← Push →



# LAWS OF MEST

*Based on the works of L. Ron Hubbard*

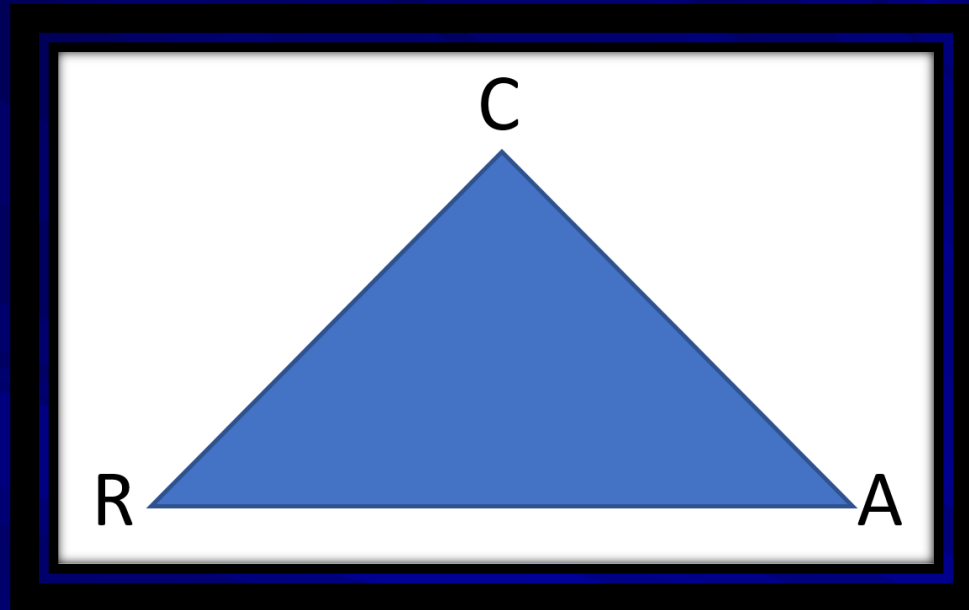


**OPPOSITES** = ATTRACT

**SIMILARITIES** = REPEL

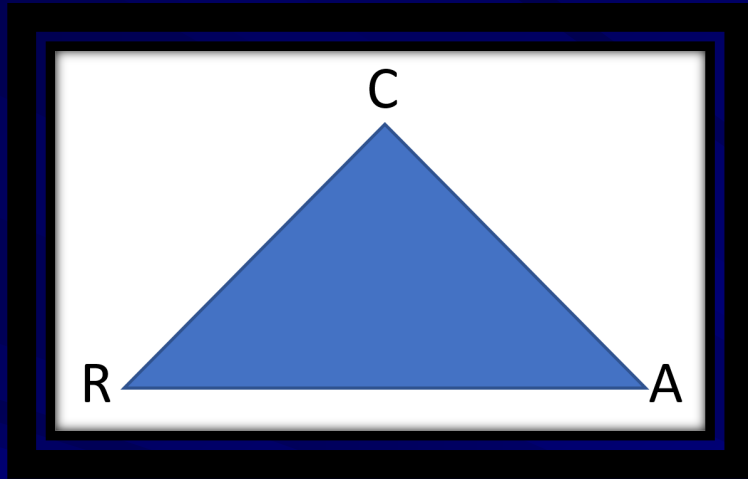
# LAWS OF ARC

*Based on the works of L. Ron Hubbard*



**SIMILARITIES = ATTRACT**

**OPPOSITES = REPEL**



**SIMILARITIES**  
**ATTRACT**

**OPPOSITES**  
**REPEL**



**OPPOSITES**  
**ATTRACT**

**SIMILARITIES**  
**REPEL**



# FLOW

*By L. Ron Hubbard*

“A progress of energy between two points.”

REF: Technical Dictionary “Flow”

EVER BEEN SOLD BY A PERSON WHO WAS  
“DESPERATE”?



What was your reaction to their “must have  
your money” flow?

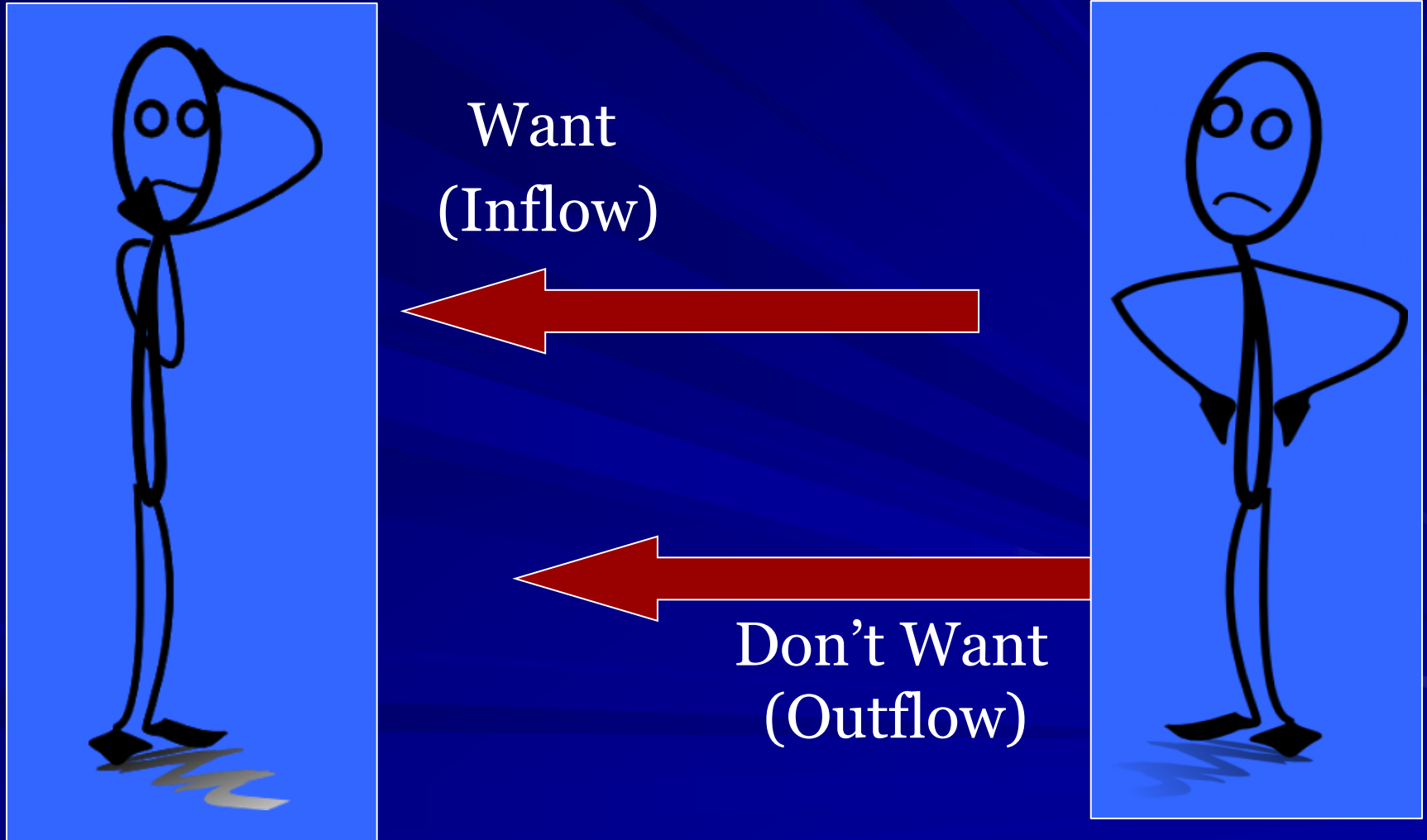
EVER BEEN SOLD BY A PERSON WHO  
WAS “DESPERATE”?



What was your reaction to his “need” flow?

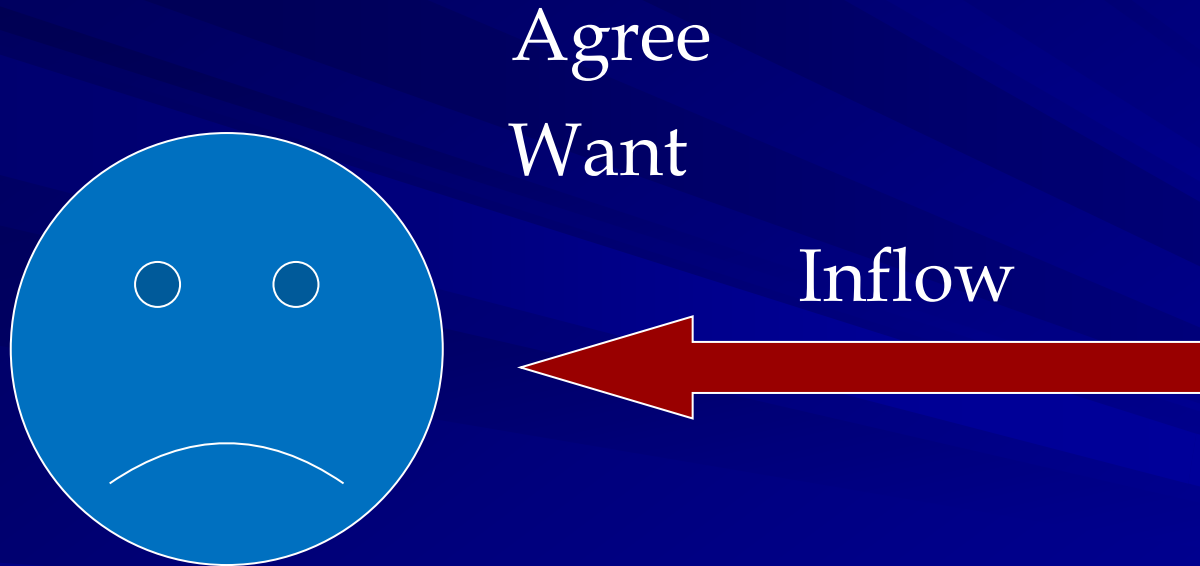


# FLOWS WHEN OPERATING DOWN THE TONE SCALE



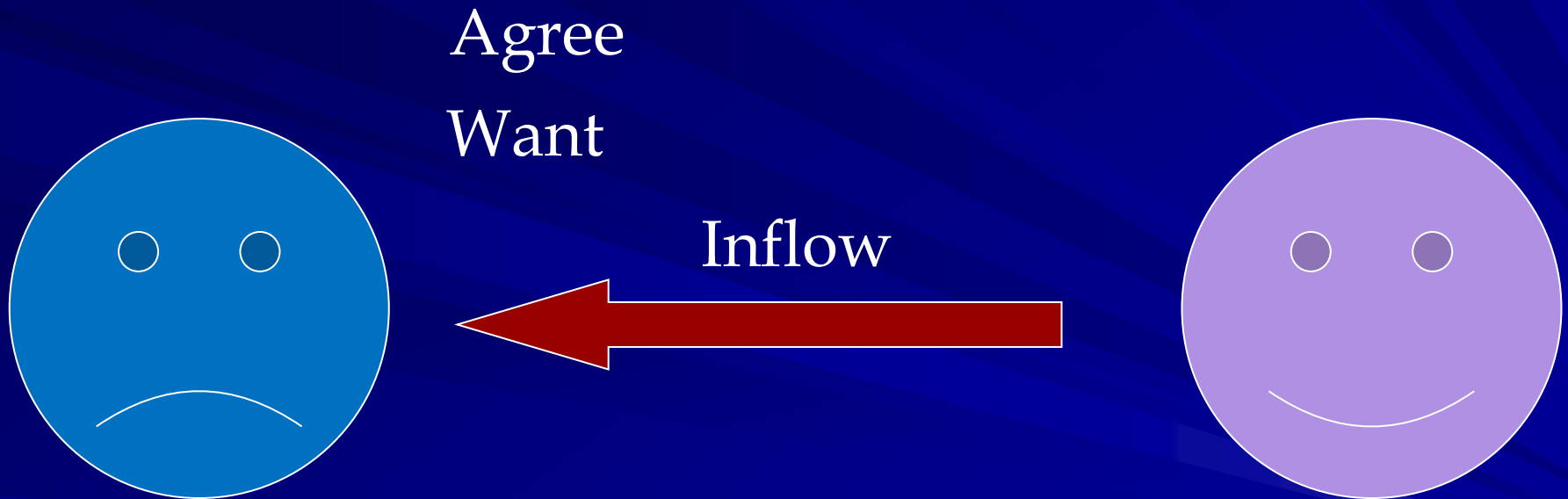
# FLOWS

*Based on the works of L. Ron Hubbard*



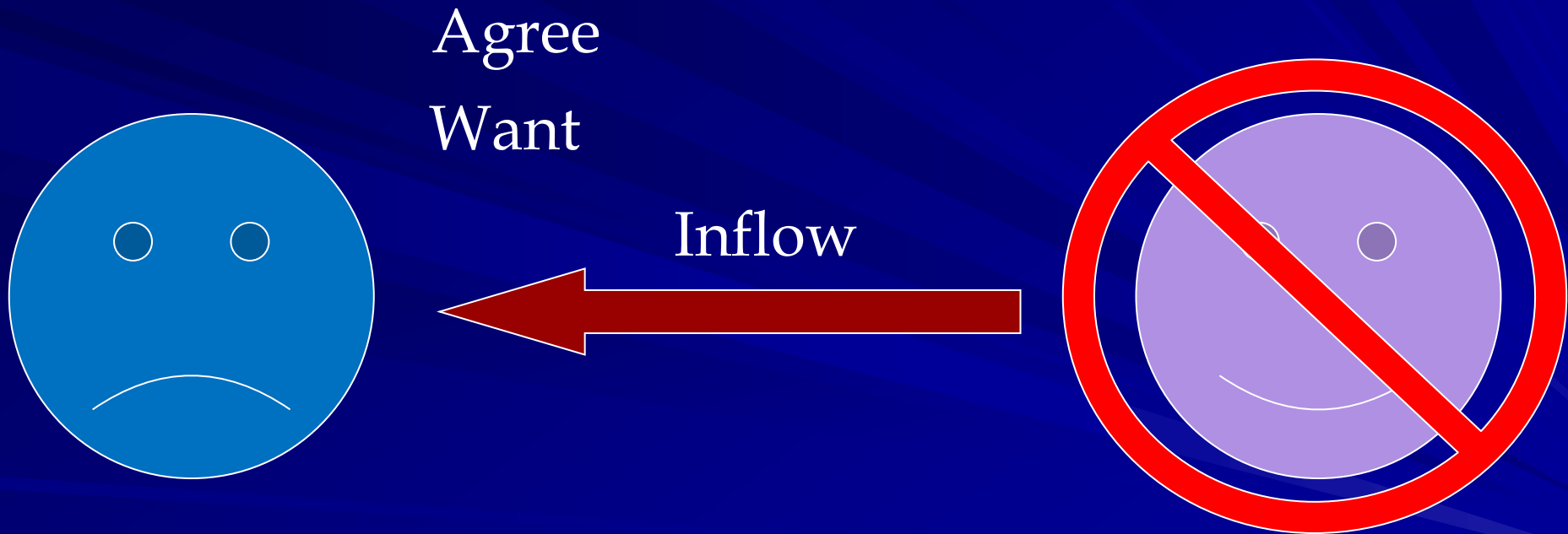
# FLOWS

*Based on the works of L. Ron Hubbard*



# FLOWS

*Based on the works of L. Ron Hubbard*



# FLOWS

*Based on the works of L. Ron Hubbard*



Agree

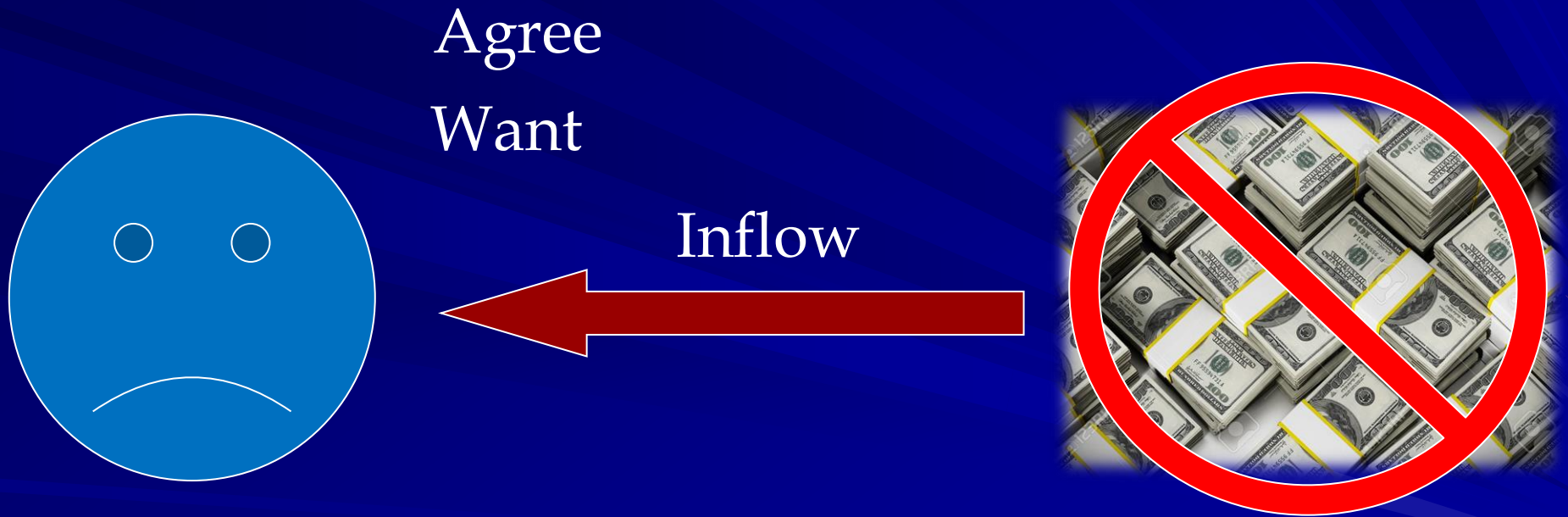
Want

Inflow



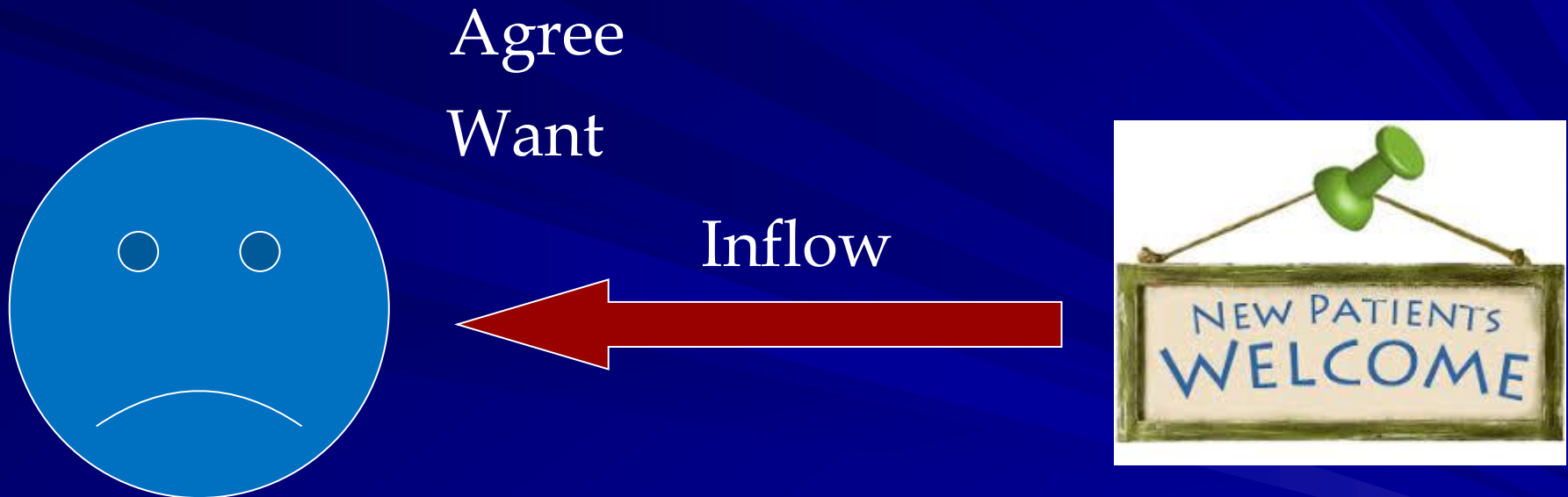
# FLOWS

*Based on the works of L. Ron Hubbard*



# FLOWS

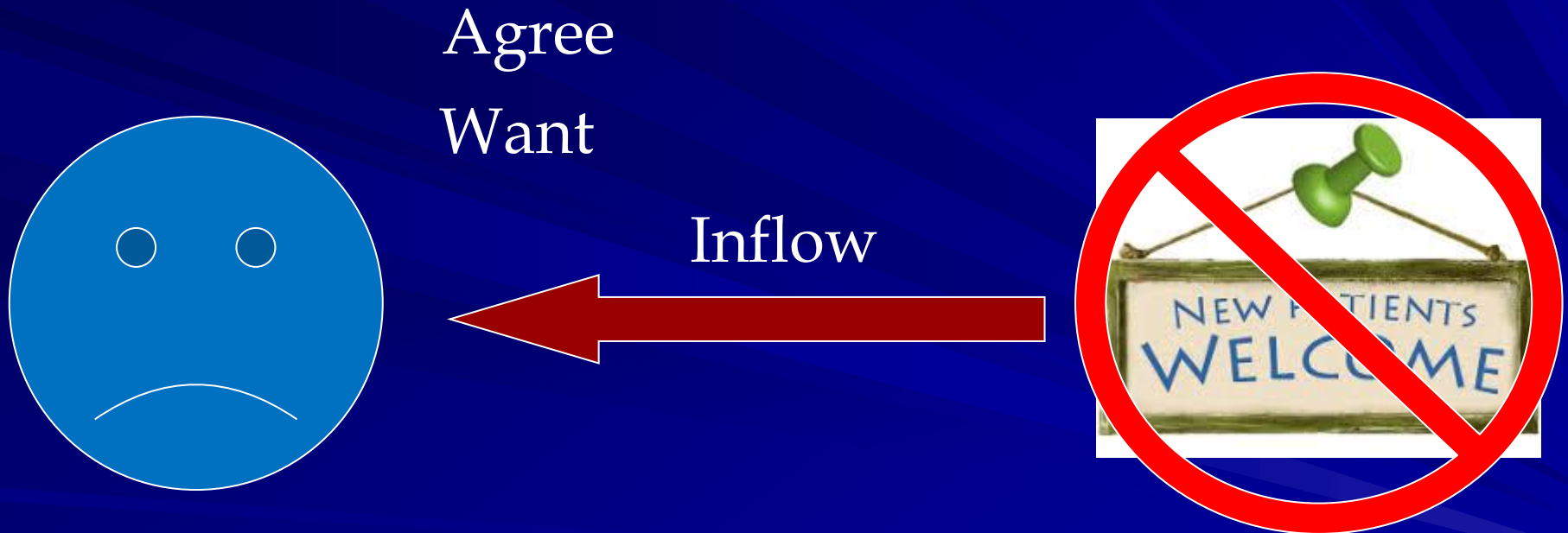
*Based on the works of L. Ron Hubbard*





# FLOWS

*Based on the works of L. Ron Hubbard*





# DRILL

Think of something you desperately wanted in the past - something you HAD to have but you never got.



Inflow



# DRILL

Now think of something you wanted in the past and “could have it or not” that you were happily surprised you got.



# FLOWS

*Based on the works of L. Ron Hubbard*



Outflow

Don't Want

Disagree

# FLOWS

*Based on the works of L. Ron Hubbard*



Outflow

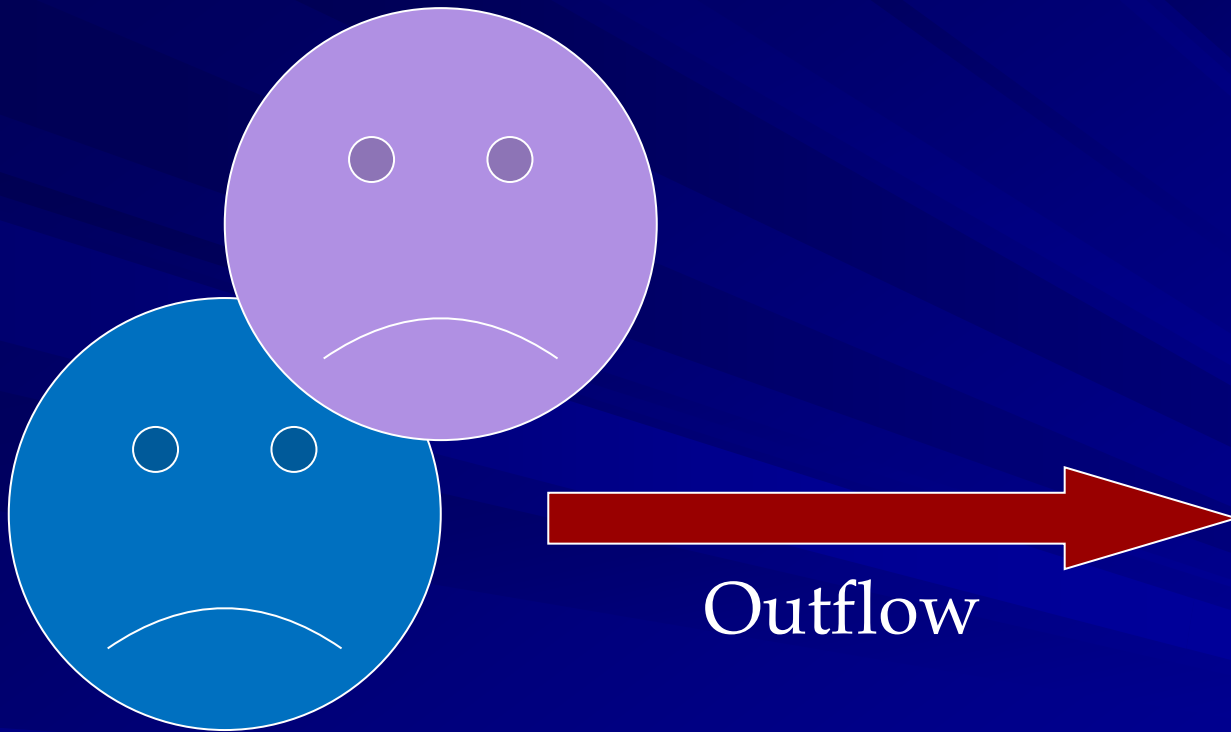


Don't Want

Disagree

# FLOWS

*Based on the works of L. Ron Hubbard*



Don't Want

Disagree

# FLOWS

*Based on the works of L. Ron Hubbard*



Outflow



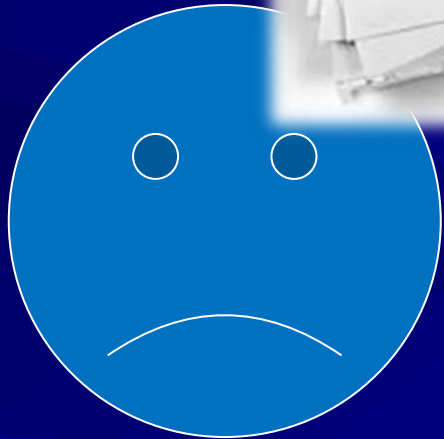
Don't Want

Disagree



# FLOWS

*Based on the works of L. Ron Hubbard*



Outflow

Don't Want

Disagree

# FLOWS

*Based on the works of L. Ron Hubbard*



Outflow



Don't Want

Disagree

# FLOWS

*Based on the works of L. Ron Hubbard*



Outflow

Don't Want

Disagree

# DRILL

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



Outflow



# 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.



# MEST & THE TONE SCALE

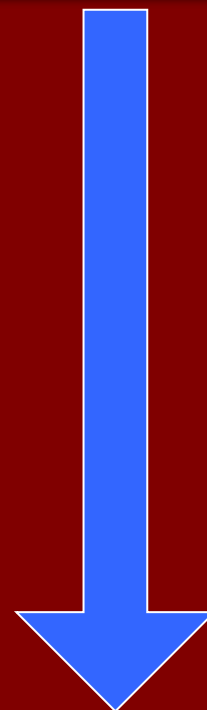
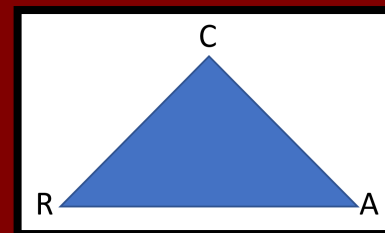
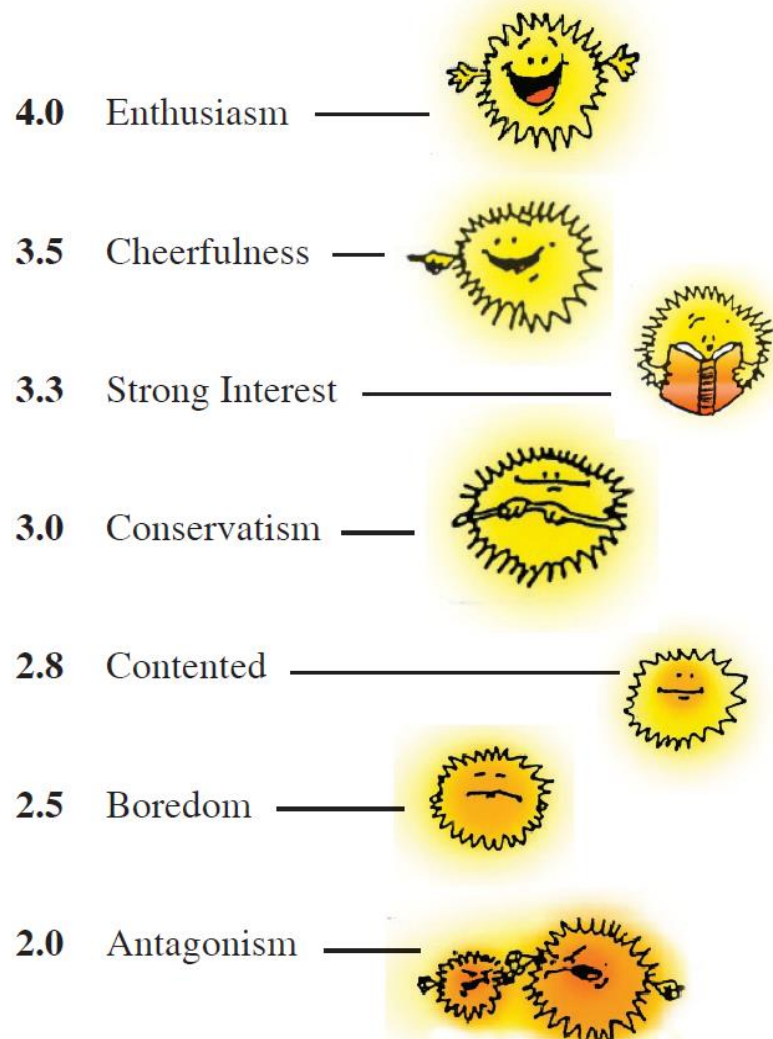
*By L. Ron Hubbard*

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



# THE EMOTIONAL TONE SCALE

By L. Ron Hubbard



# 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.”





# **“Serious” Defined**

*By L. Ron Hubbard*

**“SERIOUS:** When interest is important because of penalty.”



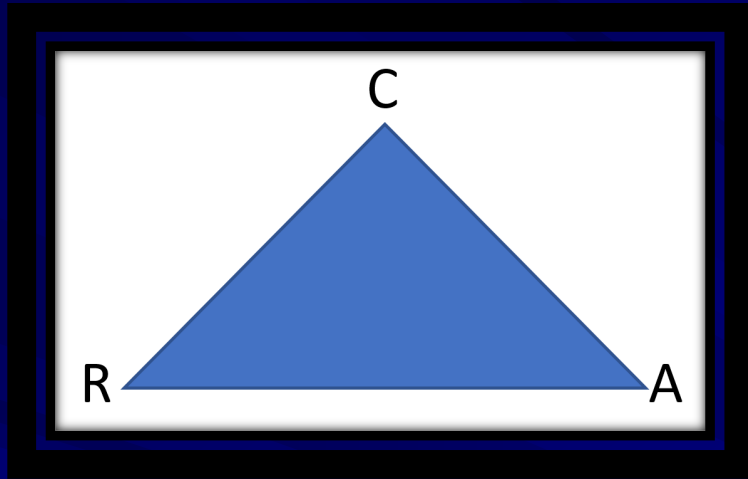
# “Serious” Examples

“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!”





**SIMILARITIES**  
**ATTRACT**

**OPPOSITES**  
**REPEL**



**OPPOSITES**  
**ATTRACT**

**SIMILARITIES**  
**REPEL**

# Quiz

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

High on the tone scale or low?

**LOW!**

# 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?

# Quiz

“I must get new patients or else I can’t survive!”

High on the tone scale or low?

**LOW!**

# 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?



# Quiz

“I can't have this patient refund!”

High on the tone scale or low?

**LOW!**

# 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?

# 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.”

# Spirit of Play

*By L. Ron Hubbard*

“And you couldn’t possibly think that anybody could be serious and win through this universe.”

# **“Serious” Defined**

*By L. Ron Hubbard*

**“SERIOUS:** When interest is important because of penalty.”

# 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.”



# THE EMOTIONAL TONE SCALE

By L. Ron Hubbard

4.0 Enthusiasm



3.5 Cheerfulness



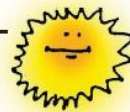
3.3 Strong Interest



3.0 Conservatism



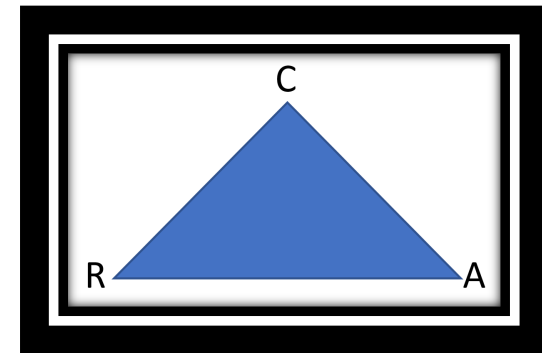
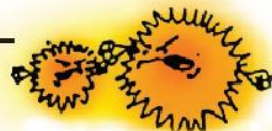
2.8 Contented



2.5 Boredom



2.0 Antagonism



“Let’s do this!”



“I must have it or...!”

“I need it or else...!”

“I can’t have a refund...!”





# Insouciance


(in-sou-ci-ance)

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

LaWhimsy//Word Nerd

# FLIPPANT

lacking proper seriousness; Ex. flippant remarks about death; N.  
flippancy

Words R Us 

# FLIPPANT

“Characterized by levity”

## LEVITY:

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

# 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.”



**Insouciant** (adj);

Free from worry, concern,  
or anxiety

/ɪn'susiəns/ - in-sou-ci-ance

# Insouciance

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

# insouciant

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

free from concern,  
worry, or anxiety;  
nonchalant.



Dictionary.com

# 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!

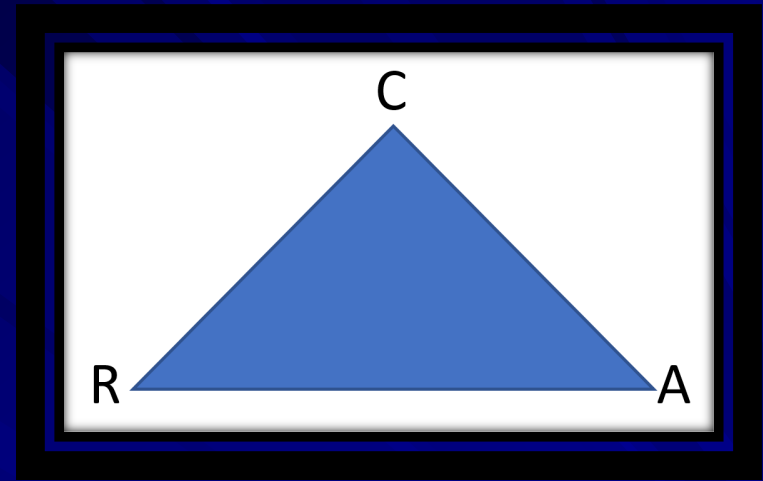
22.0 Games

4.0 Enthusiasm

3.0 Conservatism

2.0 Antagonism

1.0 Fear



# 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*. “



# 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.”

# 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.”

# 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!

# 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’.

# WINNING

*By L. Ron Hubbard*

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

# 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.



# 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.

# 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.

# 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.

# THE END!