



## Communication & Sales Seminar A

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

### Section V: The Winning Attitude and Application!

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## BE, DO AND HAVE

*By L. Ron Hubbard*

“THERE ARE THREE CONDITIONS-OF-EXISTENCE. These three conditions comprise (make up, constitute) life.

They are BE, DO and HAVE.”

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## BE, DO AND HAVE

*By L. Ron Hubbard*

“The first condition of existence is BEING.

Being is defined as “the assumption (choosing) of a category of identity.” It could be said to be the role in a game.

An example of beingness could be one’s own name. Another example would be one’s profession.”

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## BE, DO AND HAVE

*By L. Ron Hubbard*

"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."

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## BE, DO AND HAVE

*By L. Ron Hubbard*

"The second condition is DOING.  
By doing we mean "action, function, accomplishment, the attainment of goals, the fulfilling of purpose."

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## BE, DO AND HAVE

*By L. Ron Hubbard*

"The third condition of existence is HAVINGNESS.

By havingness we mean, "owning, possessing, being capable of commanding..."

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## BE, DO AND HAVE

*By L. Ron Hubbard*

"The game of life demands that one assumes a beingness in order to accomplish a doingness in the direction of havingness."

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## BE, DO AND HAVE

*By L. Ron Hubbard*

"These three conditions are given in an order of seniority (importance) where life is concerned."

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## HARD SELL

*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."

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## HARD SELL

*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.”

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## HARD SELL

*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.”

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## WHAT STOPS YOUR HARD SELL?

- Your own overts,
- Becoming PTS,
- Getting Serious!

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## SERIOUS DEFINED

*By L. Ron Hubbard*

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

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## SELLING “SERIOUSLY”

Worried about...

- What someone might think of you,
- That they will leave,
- That you will “blow them away” with the cost,

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## SELLING “SERIOUSLY”

- That they will think you only care about their money
- Worried that they will not “buy,”
- Or that they will say bad things about you in the community,
- And so on...

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## DRILL

1. Twin up with another attendee from your office.
2. Try selling seriously, you HAVE to close this case (or schedule that appointment, collect that fee, etc.)
3. When the speaker announces it, switch roles.

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## INSOUCIANCE

**"A casual lack of concern; indifference. A calm and relaxed state. "**

**"The state of not being worried about anything."** Oxford Learner's Dictionary

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## SELLING INSOUCIANTLY

- You're Hard Sell – you care and want to help them,
- You're being direct and truthful and telling them what you want to fix and why,

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SELLING INSOUCIANTLY

- And you’re not worried about the cost, consequences, or anything at all. You’re being their DOCTOR.

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DRILL

1. Twin up with another attendee from your office.
2. Drill selling insouciantly, (or schedule that appointment, collect that fee, etc.).
3. When the speaker announces it, switch roles.

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SAMPLE



**CHERRYWOOD  
DENTAL ASSOCIATES**

Patient Name John Smith Date 11/24/21

The investment for dental treatment is \$ \_\_\_\_\_

Less estimated insurance\* \$ \_\_\_\_\_

Patient Responsibility \$4,000.00

Dental treatment is an excellent investment in an individual's medical and psychological well-being. Financial considerations should not be an obstacle to obtaining this important health service. Being sensitive to the fact that people have different needs in fulfilling their financial obligations, we are providing the following payment options.

**PAYMENT OPTIONS**

☐ **Payment in full**

A bookkeeping courtesy of 1% or \$ 200.00 is given for direct payment by cash or credit card (does not include financing companies) at start of full recommended treatment ONLY on the day of initial ("1" visit) every and completion, resulting in a one-time payment of \$ 3,800.00.

☐ **Interest Free Plan**

- No initial payment and pre-payments can be made without penalty
- Interest free payment plans up to 36 months \$167/m.

☐ **Flexible Monthly Payment Option**

- No initial payment
- Payment plans up to 60 months with monthly payments as low as \$ 103/m., which include a low fixed rate.
- Additional payment plans are available
- Payments can be made anytime without penalty

☐ **Flexible Monthly Payment Option**

- No initial payment
- Payment plans up to 24 months with monthly payments as low as \$ 49/m., which include a low fixed rate.
- Additional payment plans are available
- Payments can be made anytime without penalty

We accept Visa, MasterCard, American Express, and Discover.  
If for any reason the estimated amount is not paid by your insurance company it becomes your obligation.

\*\*\*Consent of Cherrywood Dental Associates\*\*\*

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## DRILL

1. Twin up with another attendee from your office.
2. Drill presenting treatment, discussing cost and choosing payment options using the sample form.
3. When the speaker announces it, switch roles.

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## ADDRESSING COMMON OBJECTIONS!

- "I don't have any money." (also, too expensive, can't afford it, etc.)
- "I only want to do what my insurance covers."
- "I need to think about it."
- "I'm really busy right now. I don't have time. I need to wait."
- "I'm too old."
- "I need to check with my spouse first."

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THE END!

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