



**COMMUNICATION & SALES
SEMINAR C**

**HOW TO MOTIVATE YOUR
PATIENTS TO WANT WHAT
THEY NEED**

Based on the works of L. Ron Hubbard



Communication & Sales Seminar C

*Based on the works of
L. Ron Hubbard*

Section I: *Introduction and Overview*

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Communication & Sales Seminar C

*Based on the works of
L. Ron Hubbard*

Section I: *Introduction and Overview*

1

**Why don't
you like
Salespeople?**



2

Hard Sell Defined

By L. Ron Hubbard

“Hard Sell: 1. Means insistence people buy.

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Hard Sell Defined

By L. Ron Hubbard

“Hard Sell: 1. Means insistence people buy. 2. 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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Reasonable Defined

By L. Ron Hubbard

“1. Faulty explanations.

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Reasonable Defined

By L. Ron Hubbard

“1. Faulty explanations.

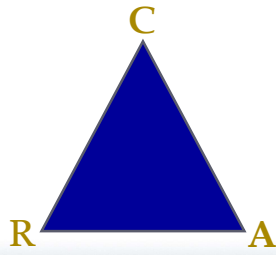
2. When an executive starts to explain the "reasons" for low stats instead of working to get high stats, he is being reasonable.”

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The ARC Triangle

From the works of L. Ron Hubbard



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The ARC Triangle

From the works of L. Ron Hubbard

Communication

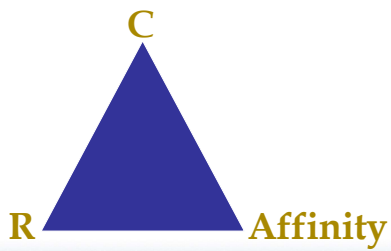


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The ARC Triangle

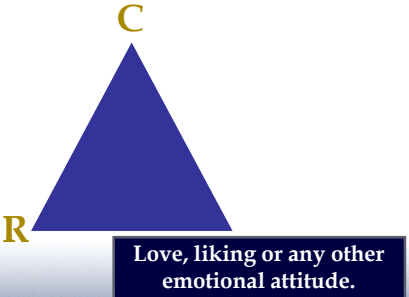
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The ARC Triangle
From the works of L. Ron Hubbard



C

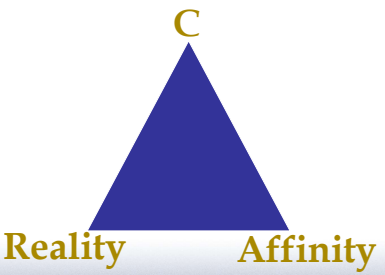
R

Love, liking or any other emotional attitude.

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From the works of L. Ron Hubbard



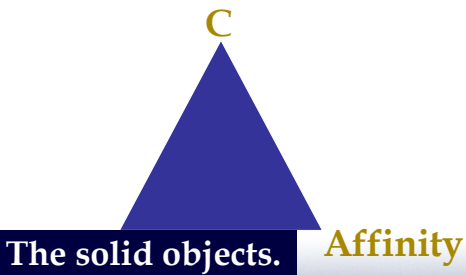
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Reality **Affinity**

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The ARC Triangle
From the works of L. Ron Hubbard



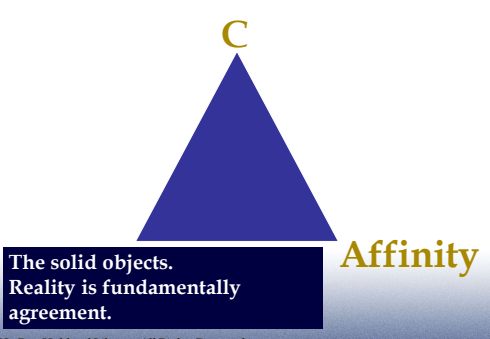
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The solid objects. **Affinity**

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The ARC Triangle
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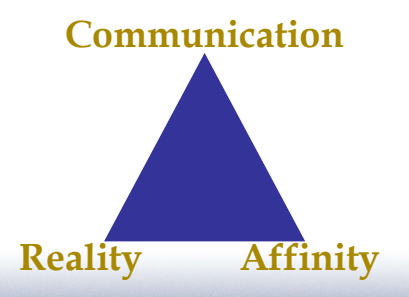
Affinity

The solid objects.
Reality is fundamentally agreement.

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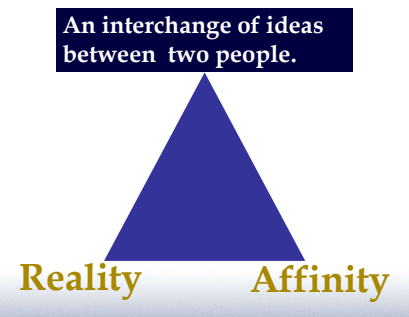
Communication

Reality **Affinity**

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**An interchange of ideas
between two people.**

Reality **Affinity**

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The ARC Triangle
From the works of L. Ron Hubbard

Communication

= Understanding

Reality Affinity

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The ARC Triangle
By L. Ron Hubbard

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

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The ARC Triangle
From the works of L. Ron Hubbard

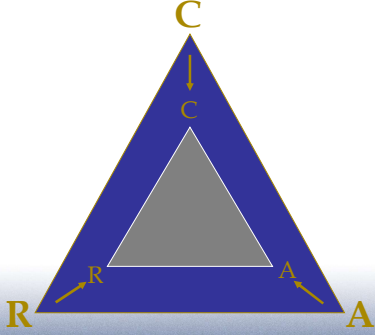
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R A

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The ARC Triangle

From the works of L. Ron Hubbard



19

The ARC Triangle

By L. Ron Hubbard

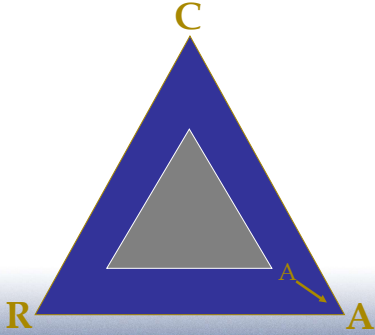
“One can’t rehabilitate one without rehabilitating the other two.”

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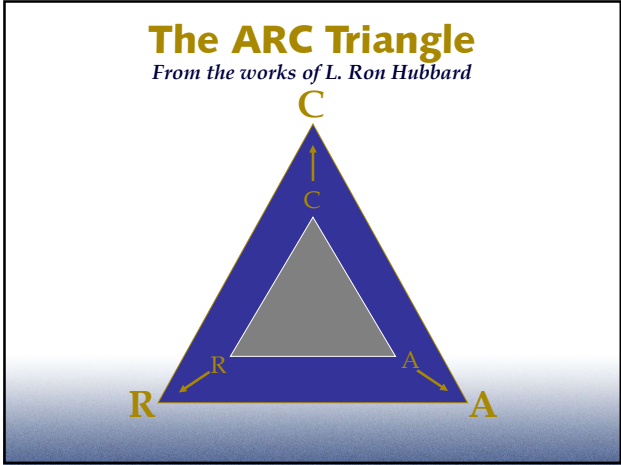
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The ARC Triangle

From the works of L. Ron Hubbard



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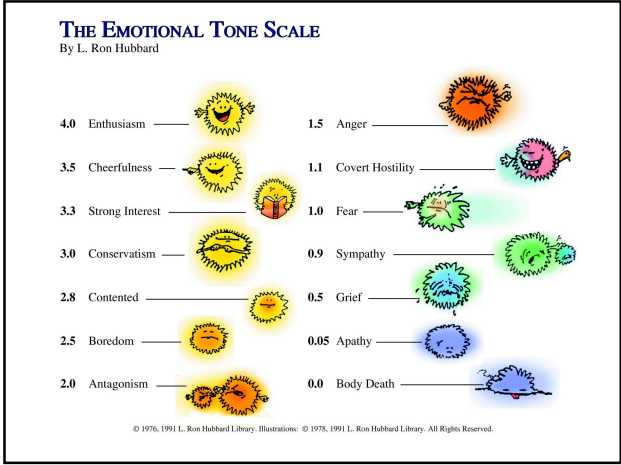
The ARC Triangle

By L. Ron Hubbard

“The most important corner of the ARC Triangle is communication. If you knock communication out, they will all go.”

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23



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THE EMOTIONAL TONE SCALE
By L. Ron Hubbard

4.0 Enthusiasm — 1.5 Anger —

3.5 Cheerfulness — 1.1 Covert Hostility —

2.8 Contented — 0.5 Grief —

2.5 Boredom — 0.05 Apathy —

2.0 Antagonism — 0.0 Body Death —

“Tone – the momentary or continuing emotional state of a person.”
- L. Ron Hubbard

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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 —

“Affinity, Reality and Communication ascend and descend the Tone Scale in unison.”
- L. Ron Hubbard

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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!

1.5 Anger —

1.1 Covert Hostility —

1.0 Fear —

0.9 Sympathy —

0.5 Grief —

0.05 Apathy —

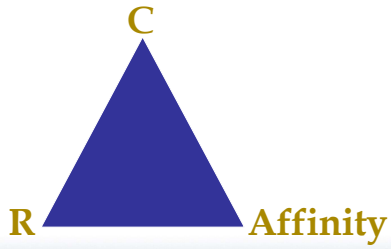
0.0 Body Death —

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The ARC Triangle

From the works of L. Ron Hubbard



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The ARC Triangle

By L. Ron Hubbard

“Affinity: ...it expresses the willingness to occupy the same place as the thing which is loved or liked.”

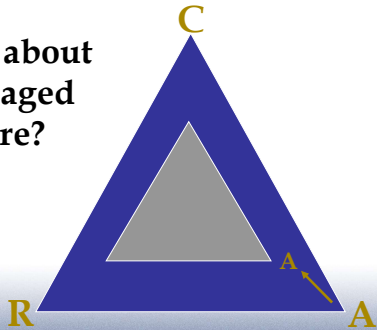
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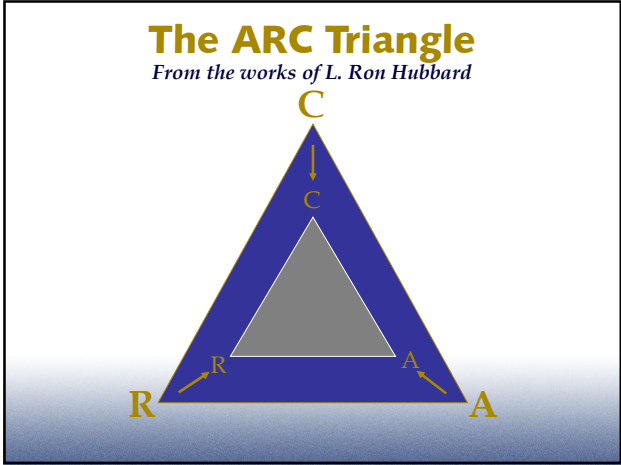
The ARC Triangle

From the works of L. Ron Hubbard

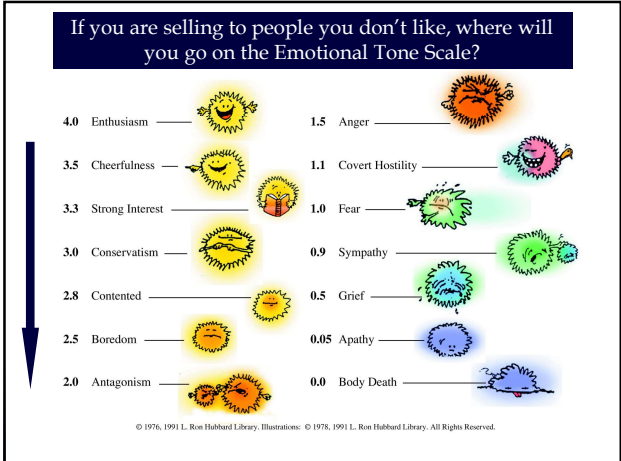
What about
Managed
Care?



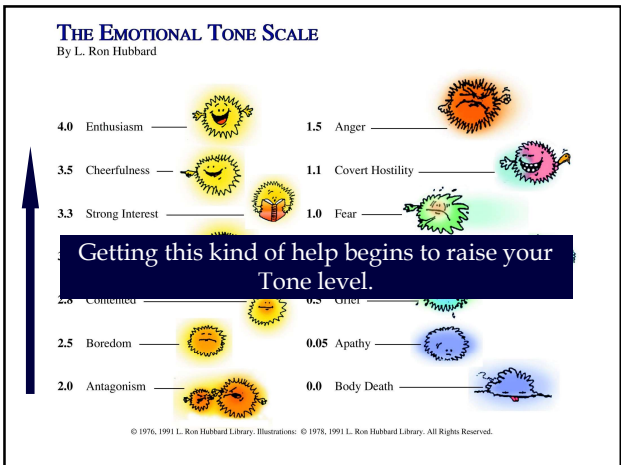
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31



32



33

Sales Resistance

20%
Easy

34

Sales Resistance

20%
Easy

20%
Trouble

35

Sales Resistance

20%
Easy

60% Can Be Sold
Comprehensive
Care

20%
Trouble

36

Sales Resistance

20% Easy	60% Can Be Sold Comprehensive Care	20% Trouble
-------------	--	----------------

How Effective Are You
With The 60%?

37



Communication & Sales Seminar C

*Based on the works of
L. Ron Hubbard*

Section II: *The Communication Formula*

MGE management experts
SECTION II:
THE COMMUNICATION FORMULA

1

THE COMMUNICATION FORMULA
Based on the Works of L. Ron Hubbard

Any communication will originate at a Cause Point, travel across a distance and arrive at an Effect Point.

2

DEFINITIONS
Based on the Works of L. Ron Hubbard

“CAUSE: The origination or starting point of communication, actions, etc.

EFFECT: In communication, receipt point, and what is received at the receipt point.”

3

THE COMMUNICATION FORMULA

Based on the Works of L. Ron Hubbard

"To communicate, **A** must want to communicate. This is called intention.

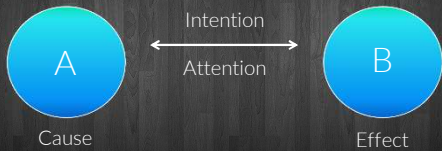
A must also have some attention on **B** to make sure he is ready to receive or listen to what **A** says.

Now, **B** must also intend to listen or receive the communication. So, he has intention too. And he must put some attention on **A** if he is going to receive it."

4

THE COMMUNICATION FORMULA

Based on the Works of L. Ron Hubbard



5

THE COMMUNICATION FORMULA

Based on the Works of L. Ron Hubbard

"There must be a duplication of what was said—**B** received **A**'s communication exactly as it was sent.

The final result of a communication is understanding. That's what communication is all about."

6

DEFINITIONS

DUPLICATION: "The act of reproducing something exactly."

— L. RON HUBBARD

UNDERSTAND: "To get the meaning or significance of."

7

THE COMMUNICATION FORMULA

Based on the Works of L. Ron Hubbard



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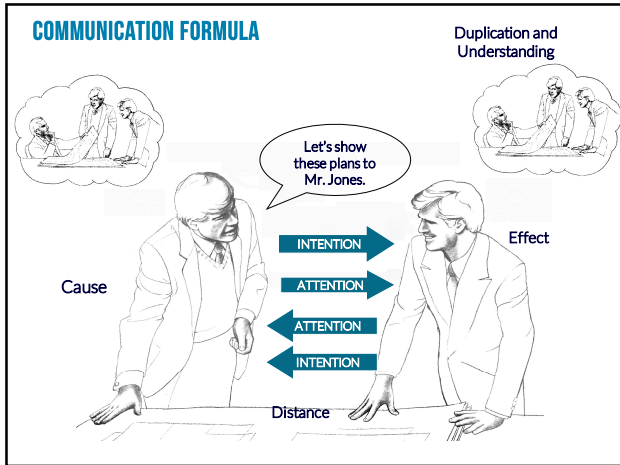
THE COMMUNICATION FORMULA

Based on the Works of L. Ron Hubbard

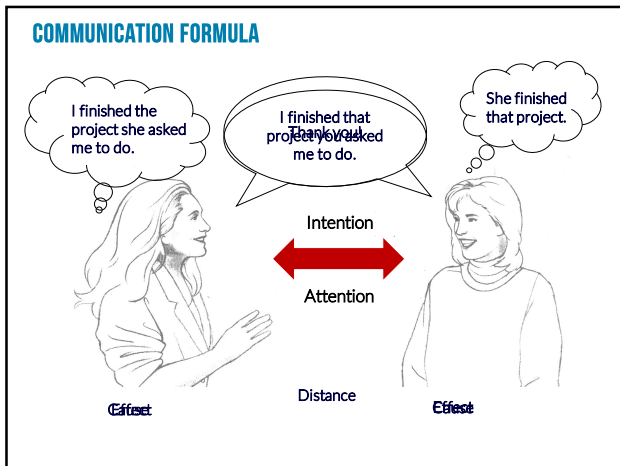
"The Communication Formula is then, **CAUSE, DISTANCE, EFFECT** with **INTENTION, ATTENTION** and a **DUPLICATION** and understanding at **EFFECT** of what emanated at **CAUSE**."

Emanate: To originate or come from.

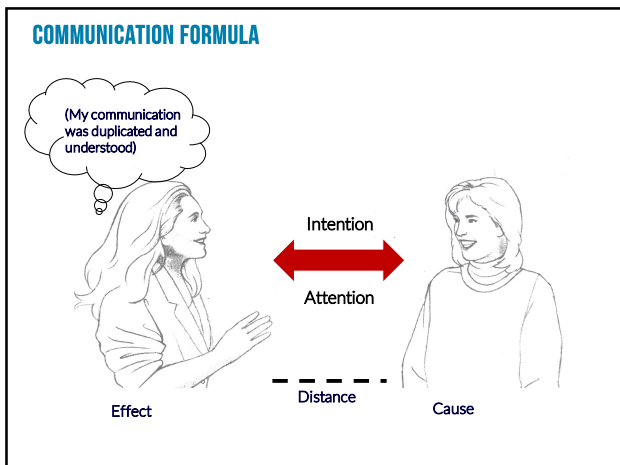
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THE COMMUNICATION FORMULA

Based on the Works of L. Ron Hubbard

"A complete cycle of communication will result in high affinity. If we disarrange any of these factors we get an incomplete cycle of communication and we have either **A** or **B** or both *waiting* for the end of cycle. In such a wise the communication becomes harmful."

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CONFRONT

Mr. Hubbard defines **confront** as:

1. The action of being able to face.
2. The ability to be there comfortably and perceive.
3. To face without flinching or avoiding.

It's an *ability*. (emphasis added)

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NO CONFRONT = NO COMMUNICATION

Unwilling to face/low confront

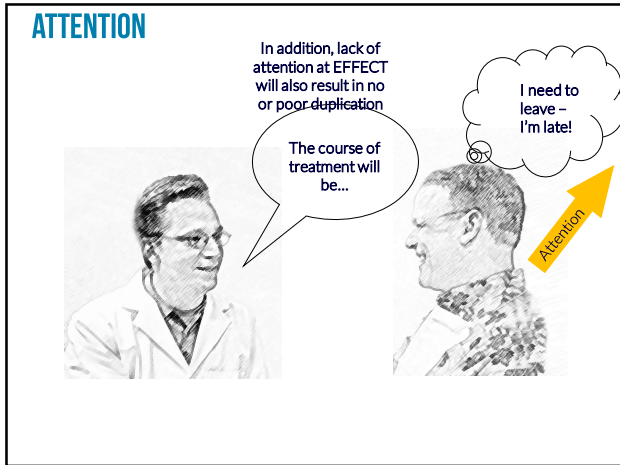
No real communication occurs.

No intention, attention and an unwillingness to be a Cause Point.

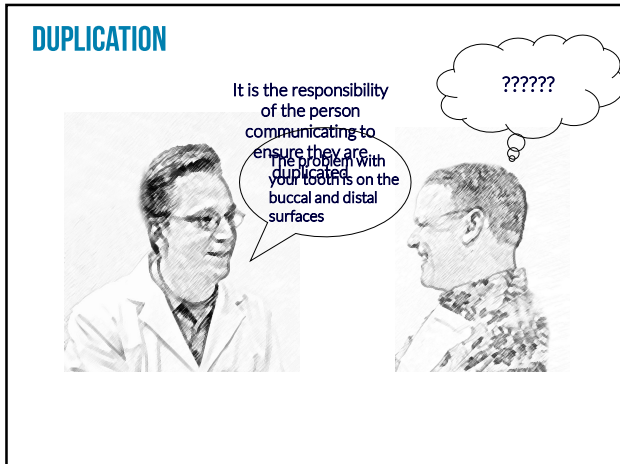
Person may appear to be communicating but is not real. As they are not really BEING THERE.



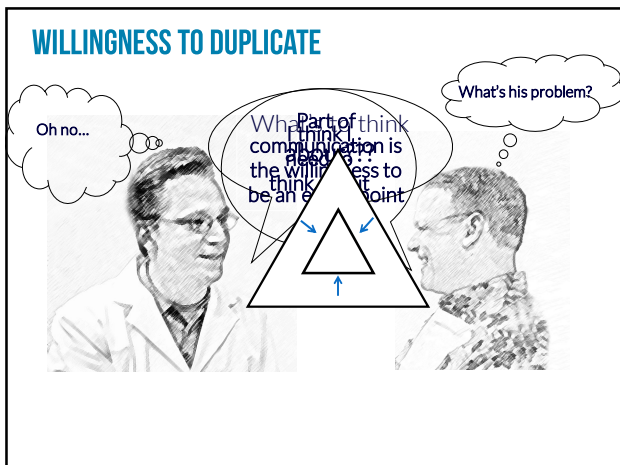
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OTHER COMMUNICATION POINTS

Based on the Works of L. Ron Hubbard

What follows are a few other common ways the communication formula and cycle get disarranged:

- a. Asking a question before a person is ready to receive it.
- b. Asking a question in such a way that the person will not receive it.
- c. Asking a question – getting an answer and then misunderstanding the answer.
- d. Querying all of someone’s answers.
- e. Cutting a person’s answers with an acknowledgement.
- f. Not acknowledging an answer at all.
- g. Answering a person’s questions for them.

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DRILL

1. Note an example of each of the following from personal observation. Explain what happened as a result:
 - a. You had *trouble confronting* someone and had to communicate with them.
 - b. You were *able to confront* someone and communicated with them.
 - c. You *did not make sure* your communication was received, duplicated and understood.
 - d. You *did make sure* your communication was received, duplicated and understood.
 - e. You *failed to acknowledge* someone.
 - f. You *did acknowledge* someone’s communication.

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Communication & Sales Seminar C

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Section III: *Selling and Your Reality*

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*Based on the works of
L. Ron Hubbard*

Section III: *Selling and Your Reality*

1

An Organization's Income Ceiling

By L. Ron Hubbard

“The ceiling of income in the organization is placed by the sales line.”*

Line: A fixed pattern of positions (jobs in an organization) who originate and receive or receive and relay orders and information in an organization.

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2

An Organization's Income Ceiling

By L. Ron Hubbard

“And if the sales line is not exactly tailored and if isn't permitted to expand, then the income of the organization remains constant. I have proven this without the slightest final doubt.”

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3

Interest

By L. Ron Hubbard

"If a salesperson is not interested in a person he shouldn't communicate to him.

We never *force* interest in people.

Now, you think maybe that's going to cost the organization money.

That isn't true."

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4

Interest

By L. Ron Hubbard

"You know how you'll cost the organization money? By counterfeiting interest. By counterfeiting curiosity. By forcing yourself to be interested in people.

And the next thing you know the whole job starts looking unreal to you. You got the idea?"

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5

Your Reality

By L. Ron Hubbard

"Don't keep violating your own reality, because you'll cut the C.

The devil with the A. Skip the A. It's the R and the C and for there to be C, there must R. And R is simply reality, which is basically composed of agreement. "

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Your Reality

By L. Ron Hubbard

“What can *you* agree with these people with?” Not ‘What will *he* agree with?’
That you can never guarantee.

But you can sure guarantee what you’ll agree with.”

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7

Interest

By L. Ron Hubbard

“The interest of the person at the cause point of the communication is more important than the interest of the person at the receipt point. That’s the first thing you have to learn, because the second you try to estimate the person’s interest who is receiving the communication you will make mistakes – inevitable.”

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Interest

By L. Ron Hubbard

“These people are all over the Tone Scale, and the only R that you can feed them is your R. That’s all the R you have a total control of.”

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Interest

By L. Ron Hubbard

“So when you violate your own R and you violate your own interest, you’ve had it.”

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Interest

By L. Ron Hubbard

“People do not respond to unreality. They do not respond to criticism. They do not respond to explanations. They do not respond to sales talks.”

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Interest

By L. Ron Hubbard

“This country is sold to death. They do not respond to any of these things. There’s only one thing they have ever responded to, and that’s *your* reality on *them*. And that they respond to at once. And if your reality is real on them, they respond, right like that, bang. Quick. It’s almost too simple a trick.”

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Section IV: *Presenting Treatment Options*

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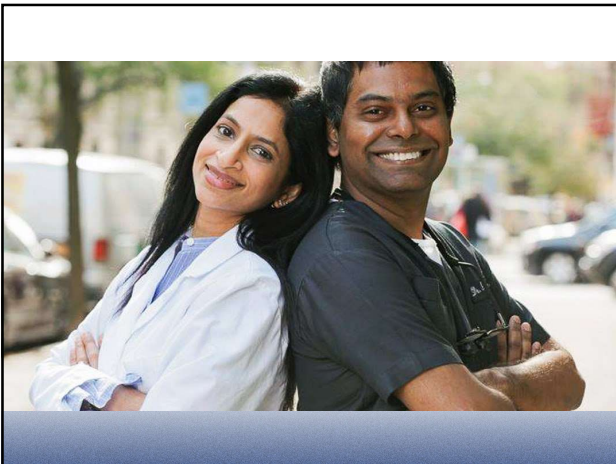


Communication & Sales Seminar C

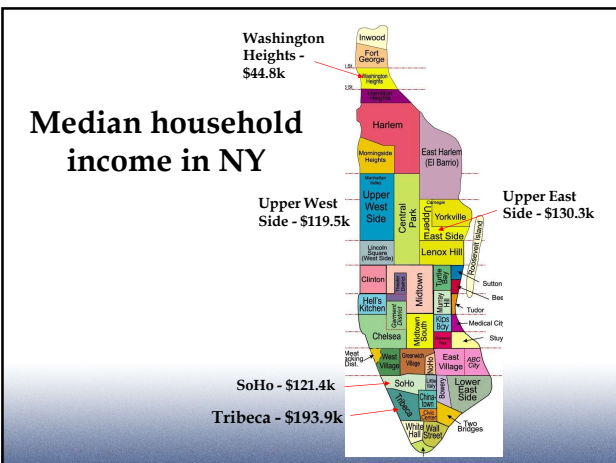
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Section IV: Presenting Treatment Options

1



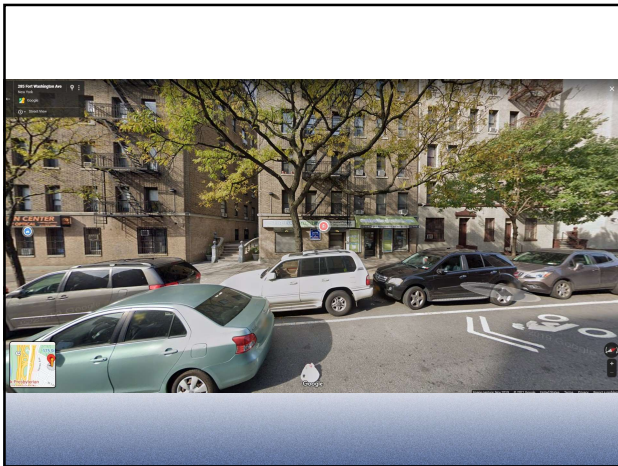
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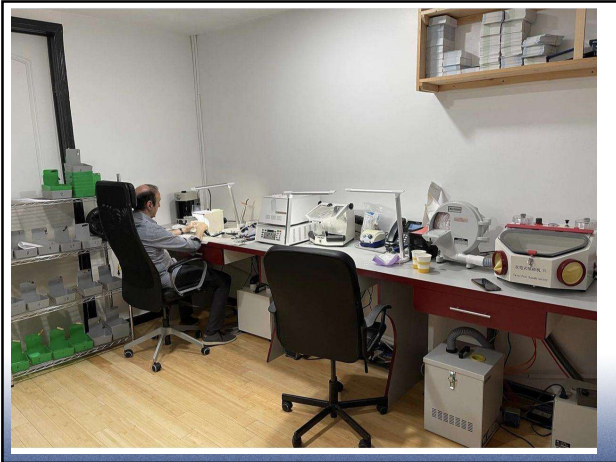
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BRANDING

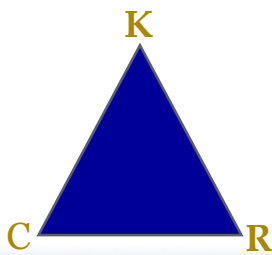
What makes your practice
different from your competition?

How does it stand out?

8

The KRC Triangle

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The KRC Triangle
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Knowledge

Control **Responsibility**

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Definitions
By L. Ron Hubbard

Knowledge: By knowledge, we mean assured belief, that which is known, information, instruction; enlightenment, learning; practical skill.

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Knowledge
By L. Ron Hubbard

Knowledge is a total certainty and understanding of data...

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Definitions

By L. Ron Hubbard

Knowledge: By knowledge, we mean assured belief, that which is known, information, instruction; enlightenment, learning; practical skill.

Responsibility: is not fault; it is recognition of being cause.

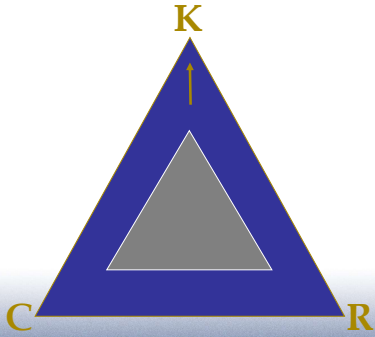
Control: Predictable change.

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The KRC Triangle

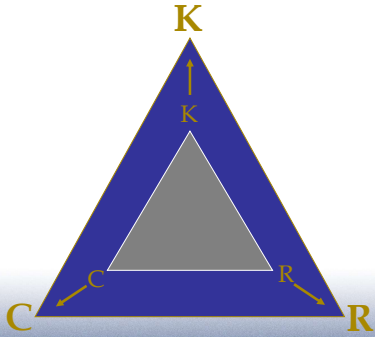
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The KRC Triangle

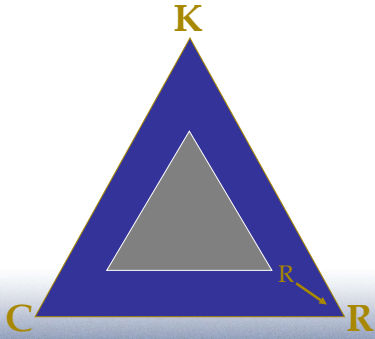
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The KRC Triangle

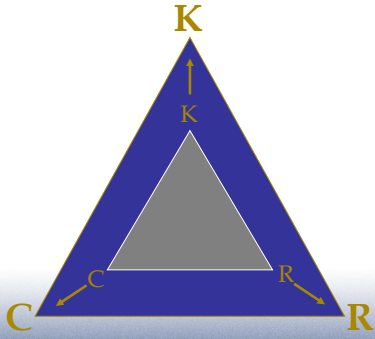
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The KRC Triangle

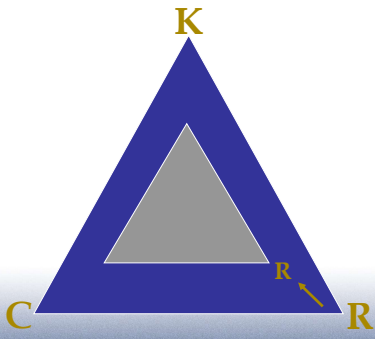
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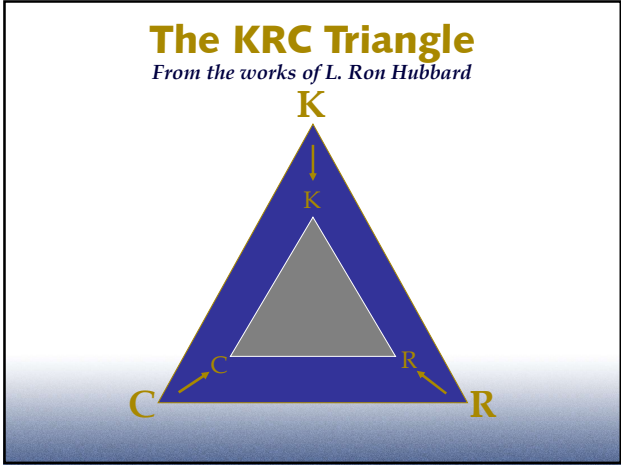
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The KRC Triangle

From the works of L. Ron Hubbard



18



19

The KRC Triangle

By L. Ron Hubbard

“By inching up each corner of the KRC triangle bit by bit, ignoring the losses and making the wins firm, a person at length discovers his power and command of life.”

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EXERCISE

1. Pick three areas of your practice or position that you would like to have better **control** of.
2. Now work out what **knowledge** you would need in order to improve your **control** and **responsibility** in these areas.
3. When complete, if you're watching via livestream, type "DONE," in the chat.

21

Definition of "Qualify"

By L. Ron Hubbard

"To find out if a potential prospect is a bona fide or real prospect by establishing if he is prepared to buy now, later or never.

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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."

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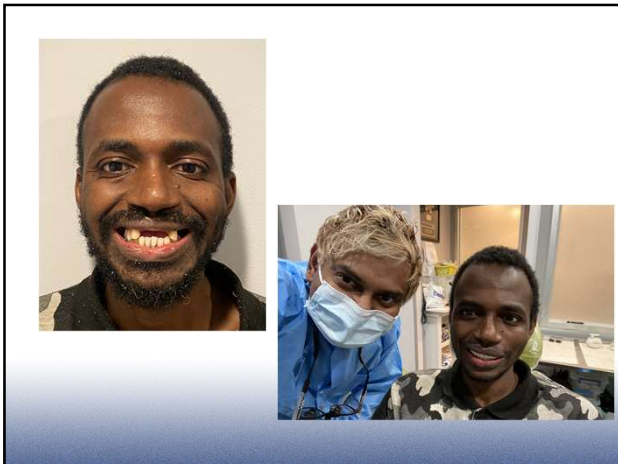
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24



25



26

**QUALIFYING QUESTIONS:
EXAMPLES**

1. What issue(s) would you like to address?
2. How urgent are these for you?
3. What is your financial plan for this treatment? How will you pay for it?
4. Are you the final decision maker?

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EXERCISE

1. Work out several questions that you could use to apply the concept of **Qualifying** in your practice.
2. Determine **when** and **how** you would use these.
3. If you're watching/attending with others from your practice, you could work on this as a team.
4. When complete, if you're watching via livestream, type "**DONE**," in the chat.

28

- A) Cadillac**
- B) Chevy**
- C) Yugo**

29

TREATMENT OPTIONS

Cadillac

Extraction 29
Bone Graft
Implant 29
Implant 30

Cost \$12,600

Chevy

Root Canal 29
Post Core 29
Crown
Lengthening 29
PFX Crown 29
3 Unit Bridge

Cost \$6,600

Yugo

Extraction 29
Partial Lower
Acrylic Denture

Cost \$2,600

30

TREATMENT OPTIONS

Cadillac	Chevy	Yugo
Cost \$12,600	Cost \$6,600	Cost \$2,600

31

TREATMENT OPTIONS

Cadillac	Chevy	Yugo
Extraction 29 Bone Graft Implant 29 Implant 30	Root Canal 29 Post Core 29 Crown Lengthening 29 PFX Crown 29 Partial Denture	Extraction 29 Partial Lower Acrylic Denture
Cost \$12,600	Cost \$6,600	Cost \$2,600

32

Handling the Public

By L. Ron Hubbard

"TO DECIDE ONE HAS TO UNDERSTAND."

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33

Handling the Public

By L. Ron Hubbard

“Erase from your organization patter ‘Which do you want, Mr. J?’ Don’t ask which course, or what book or what door or what time he or she wants to start anything...”

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34

Handling the Public

By L. Ron Hubbard

“Cultivate totally on a staff a didactic* but pleasant approach. ‘This is your next book...’ ‘Your next course should be taken on...’ ‘Go to the third door.’ ‘I see you’re here for your _____. You go to the second floor.’

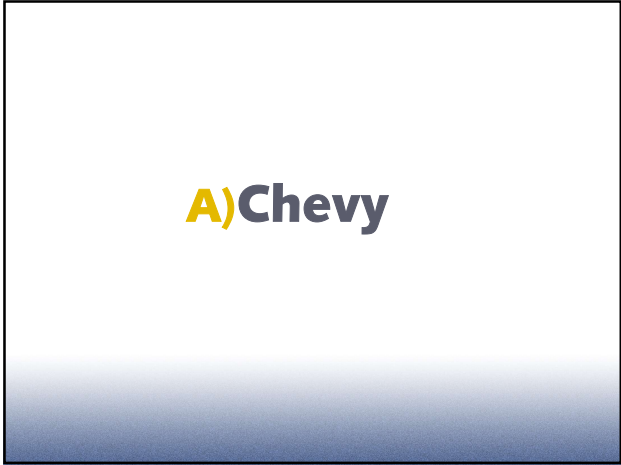
Didactic: Done in such a way as to teach or instruct.

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35

- A) ~~Cadillac~~
- B) Chevy
- C) Yugo

36



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*Based on the works of
L. Ron Hubbard*

Section V: *Control & the Sales Line*

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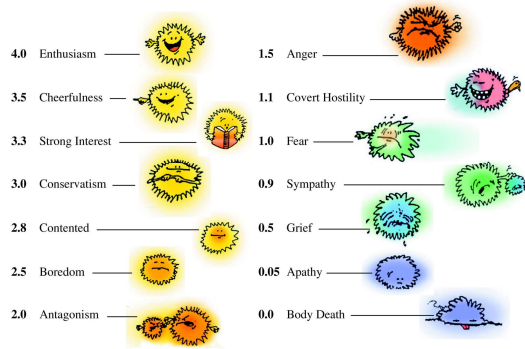
Based on the works of L. Ron Hubbard

Section V: Control & the Sales Line

1

THE EMOTIONAL TONE SCALE

By L. Ron Hubbard

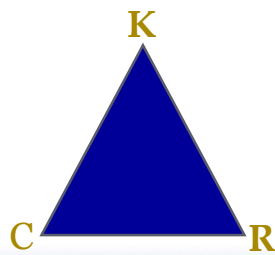


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2

The KRC Triangle

From the works of L. Ron Hubbard



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3

Control Defined

By L. Ron Hubbard

1. "...Predictable change."
2. "Control consists entirely of starting, changing and stopping."

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4

Control

By L. Ron Hubbard

1. "THE POWER OF A PERSON IS MEASURED BY NOTHING ELSE THAN THE DISTANCE AROUND HIM IN HIS ENVIRONMENT THAT HE CAN CONTROL.
2. WHEN A PERSON EXERTS THIS POWER UNCLEVERLY, HE BRINGS ABOUT DESTRUCTION.

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5

Control

By L. Ron Hubbard

3. WHEN GOOD SENSE AND GOOD JUDGMENT ARE NOT ADDED INTO CONTROL, CONTROL GETS A BAD NAME.
4. A WAY TO IMPROVE YOUR CONTROL OR ANOTHER'S IS TO DO IT ON A GRADIENT."

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6

Control and Income

By L. Ron Hubbard

"Control = Income.

When you have people who cannot control people on Public or Sales positions, your income falls or vanishes."

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7

Control and Income

By L. Ron Hubbard

"The best control, for Sales purposes, includes the greater good of the applicant.

Therefore, KNOWINGNESS must be included with control."

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8

Control Defined

By L. Ron Hubbard

"Positive postulating, which is intention, and the execution thereof."

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9

Postulate Defined

By L. Ron Hubbard

"A decision you make
to yourself or to others"

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10

Positive Postulate

By L. Ron Hubbard

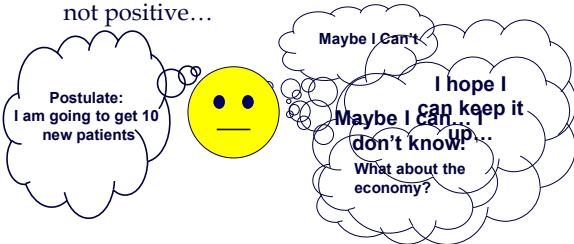
"It's not only that there is no
negative given attention to,
but it does not assume that
any negative is possible."

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11

Positive Postulate

Here is an example of how a postulate is
not positive...



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12

Aberration

By L. Ron Hubbard

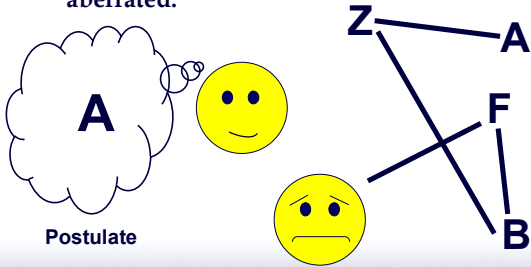
"A departure from rational thought or behavior. The word is also used in its scientific sense. It means departure from a straight line."

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13

Postulate Aberration

One can also allow his postulates to get aberrated.



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Section VI: *The Sales Line*



Communication & Sales Seminar C

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Section VI: *The Sales Line*

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1

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2

An Organization's Income Ceiling

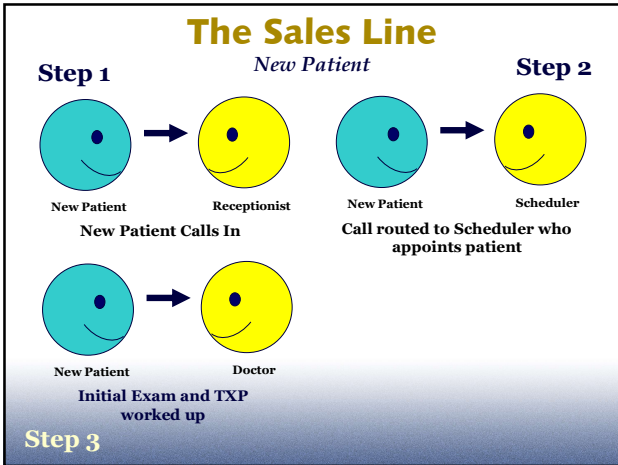
By L. Ron Hubbard

"The ceiling of income in the organization is placed by the sales line*."

Line: A fixed pattern of positions (jobs in an organization) who originate and receive or receive and relay orders and information in an organization.

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3



4

STEP 3: Exam

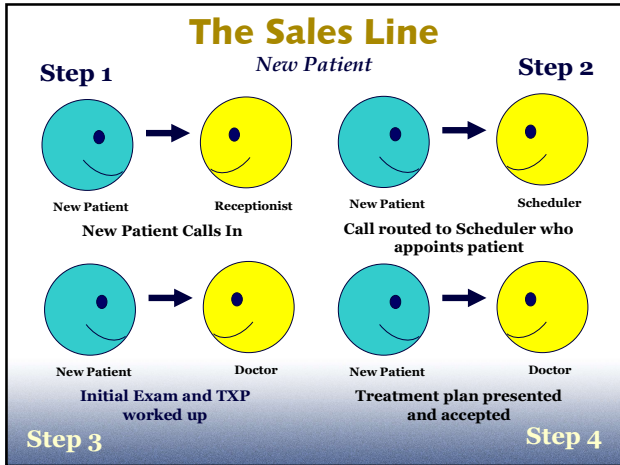
1. Doctor's call on whether NPs seen in Hygiene (X-Rays, periodontal probing, etc.) or by doctor. Obviously, doctor would need to do an exam.
2. Run good positive control. Don't leave the patient by themselves, or unnecessarily waiting.
3. Avoid using terminology that the patient would not understand (or define terms you do use).
4. If possible, when doing the exam and charting for diagnosis, avoid using specific procedural terms. Save that for the treatment presentation.

5

STEP 3: Exam, Continued

5. Obviously, ensure you have a good handle on and address their chief complaint.
6. If you are going to use abbreviations while charting, let the patient know.
7. During the examination, assess what the patient's frame of mind is with regards to dental treatment and what they hope to achieve.

6



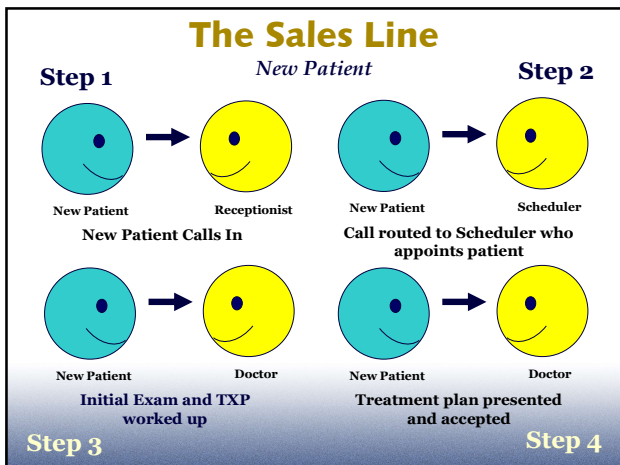
7

Consult Needed? Now? Later?

Whether or not to schedule a consult, and how long you would schedule it for might depend on five things:

1. The **size** of the treatment plan.
2. Whether this is a **new patient or patient of record**.
3. The patient's **tone** level.
4. How much **time you have** today.
5. How much **time the patient has** today.

8



9

Step 4: Consult

1. Ensure you have all decision makers present (if possible).
2. Avoid (or define) heavy medical terminology. Make the treatment plan and why they need it **real** to the patient.
3. Handle any originations or indicators. Ensure the patient understands.
4. Obviously, address chief complaint.

10

Step 4: Consult

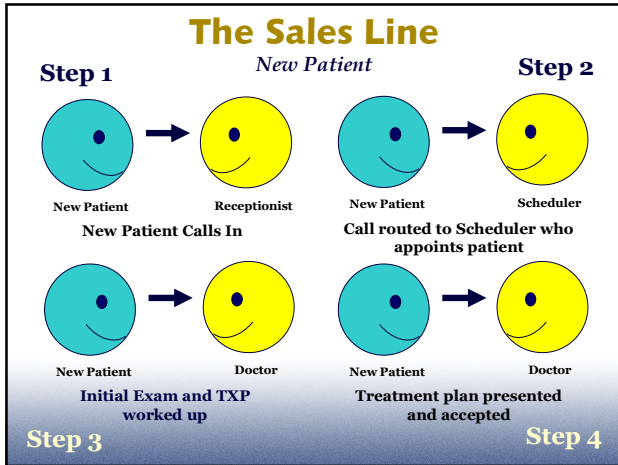
5. **(Ideal):** Once patient fully understands treatment, doctor would review financial options and patient would settle on how they are going to pay prior to doctor leaving consult and turning over to a staff member handling financial arrangements. (TX Coord., Fin. Coord., etc.). **(Minimum):** Doctor should discuss fee prior to full pass.
6. **(TX Coord):** If financing treatment plan, have all financial arrangements made prior to the patient leaving.

11

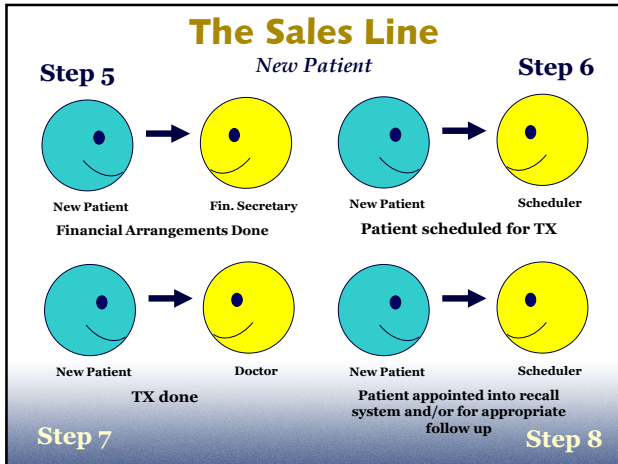
Step 4: Consult

7. **(TX Coord):** If patient attempts to change treatment arrangement, changes their mind about doing any treatment, etc., the doctor should be asked to come and talk to them.
8. If possible, doctor to assist in affirming the schedule, i.e., morning appointments, etc.
9. Lastly (and more importantly), same degree of control and speed used on the sales line is used to get the patient IN for treatment.

12



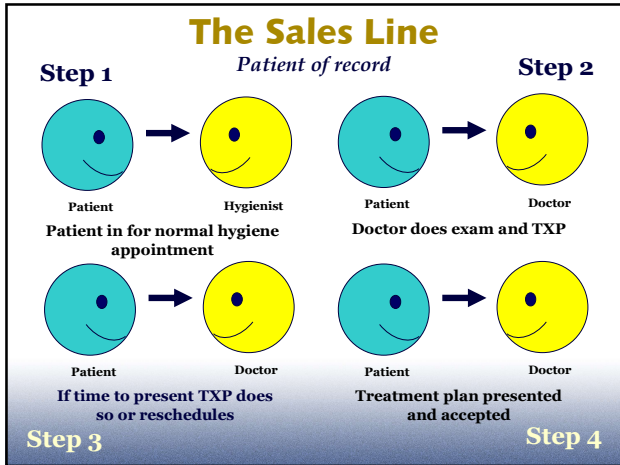
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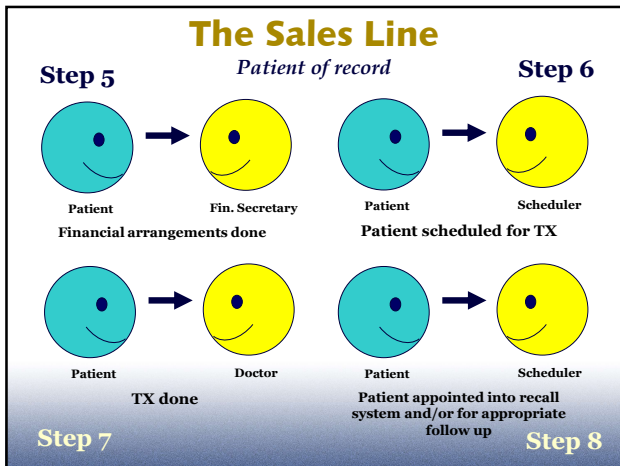
14

- ### Sales Line: Primary "Bugs"
1. **SALES LINE DOES NOT EXIST:** No established pattern, roles not delineated.
 2. **POOR CONTROL:** Sloppy or no control. New patients mishandled; sales lost.
 3. **TROUBLE HANDLING PEOPLE:** The people on the sales line have difficulty with or lack of knowledge about how to handle people.
 4. **UNDERSTAFFED:** Not enough staff on the sales line to accommodate the flow of patients.
 5. **INADEQUATE FLOW:** Not enough patients coming in on the sales line.

15



16



17



Communication & Sales Seminar C

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L. Ron Hubbard*

Section VII:

The Sales Line & the Four Steps of Selling

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Communication & Sales Seminar C

Based on the works of
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Section VII: *The Sales Line & the four steps of selling*

1

BE, DO, 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.”

2

The Four Steps of Selling

By L. Ron Hubbard

1. Contact.

3

The Four Steps of Selling

By L. Ron Hubbard

- 1. Contact:** This is plain and simple. It just means making a personal contact with someone, whether you approach them or they approach you.

4

The Four Steps of Selling

By L. Ron Hubbard

- 1. Contact.**
- 2. Handle.**

5

The Four Steps of Selling

By L. Ron Hubbard

- 2. Handle:** If the person is wide open and reaching, this step can be omitted as there is nothing to handle.

6

The Four Steps of Selling

By L. Ron Hubbard

2. **Handle (continued):** *Handle* is to handle any attacks, antagonism, challenge or hostility that the individual might express towards you and/or _____.

7

The Four Steps of Selling

By L. Ron Hubbard

2. **Handle (continued):**
Definition of "handle": to control, direct. "Handle" implies directing an acquired skill to the accomplishment of immediate ends.

8

The Four Steps of Selling

By L. Ron Hubbard

1. **Contact.**
2. **Handle.**
3. **Salvage.**

9

The Four Steps of Selling

By L. Ron Hubbard

- 3. Salvage:** Definition of salvage: "to save from ruin."

10

The Four Steps of Selling

By L. Ron Hubbard

- 3. Salvage (Continued):** Before you can save someone from ruin, you must find out what their own personal ruin is. This is basically – What is ruining them? What is messing them up?

11

The Four Steps of Selling

By L. Ron Hubbard

- 3. Salvage (Continued):** It must be a condition that is real to the individual as an unwanted condition, or one that can be made real to him.

12

The Four Steps of Selling

By L. Ron Hubbard

1. Contact.
2. Handle.
3. Salvage.
4. Bring to Understanding.

13

The Four Steps of Selling

By L. Ron Hubbard

4. **Bring to Understanding:** Once the person is aware of the ruin, you bring to understanding that ____ can handle the condition found in 3.

14

The Four Steps of Selling

By L. Ron Hubbard

4. **Bring to Understanding (Continued):** This is done by simply stating _____ can, or by using data to show how it can.

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15

DRILL

1. Twin up with another attendee from your office. One person is the student, one is the coach. Coach is the patient.
2. Student is presenting treatment and Coach never comes out of step 2, continues to give student things to "handle." Student must handle each.
3. When the speaker announces it, switch roles.

16

DRILL

1. Twin up with another attendee from your office. One person is the student, one is the coach. Coach is the patient.
2. This drill is all **Four Steps of Selling**. Coach closes easily at first, and then increases difficulty during following scenarios (i.e. more handle steps)
3. When the speaker announces it, switch roles.

17
