



INTERNATIONAL MANAGEMENT BULLETIN No.108

from
Church of Scientology® International
Church of Scientology Management
Central Authority for Dianetics® and Scientology Activities

TO: ALL STAFF
CL IV ORGS
CELEBRITY CENTRE® ORGS
SO ORG.
FSO

29 September 1987

INFO: CLOS
FLAG® COMMAND BUREAUX
ALL MANAGEMENT UNITS

WHAT IS LIFE WORTH ?

THE IMPORTANCE OF HARD SELL

Ref.: HCO™ PL 13 Jan 1983 THE BUSINESS OF ORGS
HCO PL 31 Jan 1983 THE REASON FOR ORGS
HCO PL 16 Apr 1965 HANDLING THE PUBLIC INDIVIDUAL

"I WOULDN'T CREDIT IT, IF I WERE ON SATURN AND SOMEBODY TOLD ME YOU HAD TO SELL A SCIENCE WHICH GIVES THE PRICELESS GIFT OF FREEDOM TO EVERYONE, THAT SUCH A STUPID PLANET COULD EXIST. BUT IT DOES, AND YOU ARE ON IT." (LRH - PAB 61 "SELLING" 16 Sept 1955)

For an endless number of years, man has been trapped with no better future in sight than death and decay. ONLY because of the discoveries of L. Ron Hubbard is there a way out. This is an exact laid out route and there is NO other way.

Thus getting people ONTO The Bridge® and UP The Bridge makes the difference between the future of this planet being Total Freedom or a continuous dwindling spiral aiming at only endless torture and death.

Neglecting to disseminate Scientology and Dianetics, neglecting to HARD SELL services and materials and INSIST that the person gets on and up The Bridge now, is in fact agreement with that person's bank.

HARD SELL is therefore a MUST in dissemination and selling of services and materials.

How fast we clear this planet and salvage this universe depends on staff members realizing this fact and HARD SELLING when disseminating and selling Scientology and Dianetics services and materials.

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NEW HARD SELL PACK

As the start of a campaign to really get each and every staff member and Field Staff Member hard selling, a brand new LRH Reference Pack for Hard Sell has been produced and copies sent to your org.

The pack contains Source data on the subject of Hard Sell and dissemination and sales. It contains LRH writings and issues you have never seen before!

The data in this pack must be known and applied by Registrars, Div 6 staff, staff in Promotion and Marketing Departments, and in fact all staff members and FSMs.

HOW TO BOOM YOUR GI

The most successful orgs have very hard selling registrars. They apply the LRH data in the new Hard Sell pack and they are experts in Big League Sales Techniques.

The top registrars on the planet sell more services and get more people up The Bridge in one week, than others (who do not know and apply the LRH Hard Sell data and Big Leagues Sales) do in a whole year.

Fact!

And this is not just a question of making money, it is a question of getting public contacted and onto and up The Bridge. The registrar can make all the difference applying LRH Tech on Hard Sell.

The thing to do is:

- Get a copy of the Hard Sell Pack to all your registrars and have them read it and USE it on post.

- Implement daily drilling of Hard Sell for all registrars and call-in personnel.

- Read quotes from the Hard Sell Pack to all staff at staff musters.

- Get your registrars trained in Big League Sales using LRH ED 236 INT REGISTRATION PROGRAM NO 2.

- Cram anyone who fails to sell by being soft sell or not applying Big League Sales.

- Get your registrars regularly briefed on Tech wins and the rave results of auditing and training in your org. And keep them briefed on the services your org delivers.

- Keep the cases of your registrars and dissemination personnel flying. Their hard selling depends on their own reality.

- Get more registrars and train them in Hard Sell and Big League Sales.

SUMMARY

"The prices charged are for a priceless commodity - personal ability, health and immortality. Group well being. A salvaged planet. Just 21 years ago a 100 billion bucks could not have bought an hour more or life. A few hundred or a few thousand now buys longer body life and personal immortality. So whoever thinks he needs one additional persuasion to pay to keep us going must have poor case reality, a minority amongst us."

"So realize the value of what's being bought and sold. What's the value of health to a suffering man? What's the value of immortality to an Earthbound eclipsed being?

"You're right. It would be priceless. There isn't that much money."

(LRH - OODs 25 Feb 1971)

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for
CHURCH OF SCIENTOLOGY
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