

GAME^{FOR} SCIENTOLOGISTSTM

A WINNING PATTERN FOR TELEMARKETING BOOKSALES

Here is the write-up from a successful telephone sales operator that sold 1 book for every 4 calls:

"Hello, my name is ____ and I am calling on behalf of the Dianetics Counselling Group of _____. As part of our community reach-out program, we are conducting a short phone survey in the (name of city) area. I'd just like to ask you a few brief questions, okay?" (No comm lag between "question" and "okay".) "Fine, first of all, what would you like to change or improve most in your life right now?" (Listen very carefully so that you can get their tone level and buttons. Ack them with ARC.)

"Well, would you like to do something to begin to handle or change that now?" (Again, listen carefully and ack them.)

"Well, let me ask you this, have you ever heard of DIANETICS® spiritual healing technology?"

(Emphasize and enunciate very clearly. Handle any charge on this if it exists.)

"There's a book entitled *Dianetics: The Modern Science of Mental Health*, which is a handbook we use as counselors, but actually anybody can use it to improve areas of their life which they would like to improve, and what we're doing as part of our community program is getting copies of the *Dianetics* book sent out into the community. What I can do is have a copy of the *Dianetics* book sent to you so you can begin to handle (indicate their

ruin but in such a way that it is within their reality and is done with high ARC.)"

"What we do is have the *Dianetics* book sent to you on a cash-on-delivery basis, or you can put it on your credit card, and it will get there in about ____ days." (Ensure the book shipment is set up.)

"Will you or somebody else be at your house during the day to receive it?" (Note: you haven't asked the person if it was OK to send it or if they wanted it. He wants it — don't bother asking. What you want to know is that he will be there to receive it.)

"Okay, let me give you my name and number (or the name of the person in the org who handles new public in the area, and the org's number) so if there is anything about the book that you don't understand or if you would just like more information about it, you can give me (or the org's terminal) a call. I'll be happy to help you out. Do you have a pen there? Good. (Give the name and number very clearly. Give your name and number before verifying theirs, as this makes them feel more comfortable.)"

"This book is about 500 pages and it has all the information you'll need. The price of the book is ____ and the delivery charges are ____ (state figure without saying the currency). I enjoyed talking to you, (their name). Have a good day."

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