For Hats of: Organization Secretary
               Association Secretary
               Reception
               Registrar
               Director of Training
               Director of Processing

BODY ROUTING IN CENTRAL ORGANIZATIONS

It is a truism that if the people who walk up the front steps were all expertly handled by Reception, the Registrar and the Dir of Training or Processing as the case may be, there would be no dearth of students and preclears.

Example: In a certain office we were getting 2 preclears a week. The Registrar went elsewhere and a better Registrar was put on post. Instantly, without time for one letter to be answered by the new Registrar, we got _eleven_ preclears a week. Investigation of this determined that the old Registrar was not interviewing promptly just the people who casually walked in. These people were not being handled and routed. Hence, low income.

Routing

Reception must regard everyone who walks in, trade people and business callers excepted, as a potential pc or student. Reception does not handle unless Reception is also Registrar. Reception calls Registrar and routes the body at once with a show of efficiency. If Registrar not on post, Reception routes to another officer, the Org or Assn Sec, the Dir of Tr or Pr. In other words Reception keeps none waiting but locates a terminal for the caller at once that can sign the caller up. Then Reception makes sure the caller physically gets to the org terminal.

This is Reception's first order of business. Callers in person take precedence over mail, phone, or other interests.

The Registrar or a deputy in the Org or Assn Sec or Dir of Tr or Pr signs this person up for _something_ – a book, a membership, a one week intensive or a course. The person _must_ be sold something large or small.

In signing up an obvious 7 wk case for 1 week of auditing – or 3 hrs, the person goes to Testing on Testing's regular schedule. _Then_ it is up to the Dir of Pr to sell the proper number of weeks. _Then_ the pc comes back to Registrar.

On potential students _anyone_ can be signed up for a course. But the Comm Course Instructor can demand that processing be received before Comm Course.

Neat, fast, no wait, efficient reception followed by confident registraring can quintuple any orgs income.

Reception does not permit callers to be talked to by hangers on or non-authorized persons. Reception chops this sort of thing without making it obvious to the caller. _Why?_ Because students or off post staff or outside auditors can say and do things that drive away callers.

Why work with Books, Abilities, personal letters and good training and processing to get people to come in if nobody then cares for them. Or are we trying to waste people?

So let's snap them onto our lines fast, sign them up for _something_ and get them wheeling along our very efficient channels in Pr and Tr _when they walk up that front step_.

Get it fixed into the org and channels that when they walk in they've had it. Go on that certainty and you've done half the job already.

Them as hem and haw are twice as easy to sign, to route. So do it. _They_ can't help but win _if_ we sell and sign. Neither can we.

Best,

L. Ron Hubbard

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