HUBBARD COMMUNICATIONS OFFICE
1812 19th St., N.W.,Washington DC
(Issued HCO WW-Reissued HCO DC)

Franchise Holders
(Issued to DC staff with   HBO BULLETIN OF OCTOBER 13, 1959.
okay of Org Sec & HCO
WW Tech Dir., LRH Jr.)   D.E,I, Expanded Scale
                              (With a Note on Salesmen)

The original scale

    4.0   Desire
    1.5   Enforce
     .5   Inhibit

was expanded in 1952 to

            Curiosity
            Desire
            Enforce
            Inhibit.

In 1959 I have found another vital point on this scale which gives us a new case entrance point.

            Curiosity
            Desire
            Enforce
            Inhibit
            Unknown.

I suspect also that "Wait" fits between Unknown and Inhibit.
To make these agree in intention, they would become

            Interest
            Desire
            Enforce
            Inhibit
            Unknow

This scale also inverts, I find, similar to the Dynamics and below sanity on any subject.

            Unknow
            Inhibit
            Enforce
            Desire
            Interest

These points, particularly on the inverted scale, going down, are lowered by failure. Each lower step is an explanation to justify having failed with the upper level.

One seeks to not know something and fails. One then seeks to inhibit it and fails. Therefore, one seeks to enforce it and fails. Thus one explains by desiring it and fails. And not really being able to have it, shows thereafter an obsessive interest in it.

The above inversion is, of course, all reactive.

Reactive selling (of interest to us in a salesman campaign) would be accomplished thusly (and this is the basic scale of selling):

The salesman refuses to let the customer forget the product;

The salesman then inhibits all efforts by the customer to refuse the product;

The salesman enforces the product on the customer;

The salesman now finds the customer desires the product;

And the customer will remain interested.

There is an interplay here whereby the salesman reverses the scale:

Source of Sales Failure

Salesman	Customer
Interest	Unknow
Desire	Inhibit
Enforce	Enforce
Inhibit	Desire
Unknow	Interest

-----   (cont'd - over:)

Salesmen, bringing about an inverted scale, can go downscale themselves as they do it. They seek to interest and meet _forgetfulness._ They _want_ to sell and meet _opposition_. They _high pressure_ the customer and get pressured back. And about the time the customer _wants_ the product the salesman is reactively inhibiting the sale. And as the customer's interest is at its highest the salesman forgets all about him.

Salesman Success

All a salesman has to do is continue to try to interest the customer and the reactive inversion will take place.

It is interesting that this scale, more importantly, gives us new case entrances. A series of Comm Processes on any terminal, say "bodies", could be run.

From Where Could You Communicate to an unknown body
 "   "   "   "   "   " "   unwanted body
 "   "   "   "   "   " a necessary body
 "   "   "   "   "   " a desirable body
 "   "   "   "   "   " an interesting body

This would pick the case off the bottom and run it to the top on any terminal that has gone totally reactive.

By the way, don't take my remarks on salesmen as being "all for the best". The basic overt act is making people want useless objects and spaces, and unfortunately for him that's often part of the business of the salesman. He, unlike us, sometimes isn't fishing people out of the mud. He's often more likely pushing them in. Therefore he needs our help to get square with the world. As his income depends on making people want things and buy things (even though sometimes they don't need them), we haven't much choice but to show him the mechanics of selling, to the end of getting him to help pull others out of the mud. Making somebody want something they really need is no crime, but the salesman is on very shaky ground. What do people really need? We had best not try to get involved in the ethics of all this, or to persuade them to sell only needed items.

The whole economic structure needs salesmen; he is the key of the whole structure. But we can leaven the flow of even useless goods by letting an invitation to freedom trickle in the same channel.

L. RON HUBBARD

LRH:dd:mg