

HUBBARD COMMUNICATIONS OFFICE
31 Fitzroy St. London W.1

HCO POLICY LETTER OF JUNE 4, 1959

DEFINITION OF A HOT FILE

Any person who has expressed interest in writing or call in training or processing of any kind is a hot file.

This file must be handled in such a way as to help the person achieve his goal. This is highly personalized. Salesmanship and selling is out. We assume now that the person must be helped to achieve what he wants, not what we want. His job, family matters, time, all become the interest of Registration and we advise him by mail or personally how to get what he wants.

We do not keep selling training or processing to a person who wants training or processing. It's sold. We help him achieve his goal by getting information and giving advice.

ALL

ALL REGISTRATION PERSONNEL: Please master this principle. It will treble service and income if you do. There is a penalty for violating this.

L. RON HUBBARD

LRH:mp:sb

Copyright (c) 1959

by L. Ron Hubbard

ALL RIGHTS RESERVED