

HUBBARD COMMUNICATIONS OFFICE  
Saint Hill Manor, East Grinstead, Sussex

HCO POLICY LETTER OF 28 SEPTEMBER 1971

Remimeo  
ED Hat  
Product Officer Hat  
Org Officer Hat  
Reg Hat  
Tech Sec Hat

SELLING AND DELIVERING AUDITING

Up into the 1960s there was never any trouble selling or delivering auditing or, with similar volume of training, keeping an org very prosperous.

Then some "know bests" in orgs changed the pattern of more than a decade. Processing and Class IV orgs have not been really prosperous since.

I traced this out, looking for the WHY of Class IV orgs having an occasional rough time making it. It led back to this major change.

Originally and from 1950 forward into the early '60s, the processing that was offered and sold and delivered (without fail) was the 25 Hour Intensive. The cost of it varied between the US and other continents. But it was always and only a 25 hour intensive.

The Case Supervisor Hat was worn by the Director of Processing.

The pc began his intensive on Monday and finished on Friday. He was tested and ready to go by 1:00 PM Monday and the time was made up during the week.

Then Johannesburg and London "knew best" and began to sell "5 hour Intensives" or "Introductory Intensives".

It was exactly at this point that finance trouble set in for Class IV orgs. Until this writing they have not done all that well.

The reason is dropping the 25 hour intensive.

Any handling would of course be to slide back onto the 25 hour Intensive as smoothly as possible.

Another factor that hurt orgs was heavy student discounts. Anyone apparently could become a student. This cut the price 50% and made it hard to be viable.

Selling anything but hours asks the pc and Registrar to C/S. The person may not buy what has to be done.

Therefore we will groove back over to this policy without creating public shocks. But the deadline should not be later than 1 February '72 and as soon as feasible.

THE SYSTEM

LENGTH

The 25 Hour Intensive was in 1950 a 36 hour intensive and the first write up of it is given as 36 hours. Within 2 or 3 years this became a 25 hour intensive as being easier on auditors and easier to schedule and sell. This is easily done in the five days Monday to Friday.

SIGN UP

A pc was signed up (began in 1955) for 25 hours by the Registrar. He was then sent to a Tech personnel for estimate. From simple 5 minute tests, done at once after the sign up, no wait.

The Tech personnel returned the pc to the Registrar with a time estimate in terms of *number of intensives*, usually up to 6.

The original sign up was then extended to the Tech estimate.

The reasons for this line were several. (a) A Registrar must not analyse the case, usually not being a tech-trained person. (b) The PRIMARY CAUSE OF PROCESSING FAILURES WAS TRACED TO NOT ENOUGH AUDITING BOUGHT. (c) The pc was thereby getting all his auditing in one block making fast case gain not interrupted by life throwing ruds out. (d) It was a never failing opportunity to sell more auditing, making for a more viable org. (e) It gives consecutive scheduling week after week, very easy to do.

### SCHEDULING

It is of the utmost importance for an org engaged in selling auditing in one week 25 hour lots to have a regular HGC and staff, a C/S, a D of P and a short test section and a full test section.

The auditors work enough hours to allow for 5 hours in the chair, 3½ hours of Admin time and 2½ hours of study on their own time. The auditing hours can extend by reason of waiting a half hour for a C/S within the day's auditing.

The auditor handled one pc that week. It was utterly forbidden for a Reg to offer bit and piece scheduling to the pc. The Reg took it for granted the person would take a week off or several, no Q and A with "2½ hours auditing Saturdays" because it literally denied the pc all his gains.

It was strictly "Be here Monday at 9 for testing."

The auditors on Monday morning helped test and mark tests.

The pcs went into session at 1:00 PM Monday and went on to about 6:00 to get in the 5 hours.

The C/S "did" the folders after auditing hours (just like C/S Series 25 says).

The D of P was NOT permitted to audit. HGC collapses always followed when he did. He got the auditors mustered, interviewed and soothed pcs and kept things going (just as in C/S Series 25).

There was little day C/Sing as the C/Ses were very long. In emergency the D of P did it or the C/S, coming on duty later in the day, did them.

Cramming was handled in evening study time, the auditor just being corrected until the end of the day, usually by a "listen in" on the session D of P system.

Tuesday, Weds, Thurs and Friday completed the Intensive at a regular five hours a day plus any make up time for lost hours.

Today this auditing would fully repair the pc's life, handle what is now C/S 54 and take him on up the Grade Chart the long way, the longer the better both from the org point of view and the pc's.

### AVAILABLE AUDITORS

An auditing staff of six full time auditors is small for this system.

Six is a minimum. To these are added a Tech Service, a D of P, a C/S and a page for folders.

As the system can easily use 15 auditors full time if the Registrar is good, it should be built up to this.

The auditors may in part be Internes.

When an auditor has no pc for the week, a staff member can have the Intensive by giving up his units and tending to the more important of his traffic in hours he is not

audited just to keep his post in PT. A staff member on public lines can get a substitute for the week.

A Qual Division is used for Word Clearing, library, Interne Course, Cramming, Exams and Certs and Awards. (Just as modernly posted.)

#### OVERLOADS

Backlogs were never permitted. Trained staff members and field auditors were yanked in to prevent any backlog. The D of P was supposed to be skilled at this.

Pcs *never* were told "You will have to wait until next month - - - -"

#### UPSETS

There were almost never upsets with this line. Pcs almost never blew. Ds of P had no trouble finding emergency auditors for overloads or in finding or training auditors to audit.

The scheduling is so plain and simple that it just rolled along.

The staff got audited and were happy.

The only upset caused was when the Reg would not get a short test done 5 minutes after sign up and get the pc handled. The Reg would sometimes wait for the long Monday test. The D of P is the short test person, usually a meter check and a glance at the folder.

#### SUCSESSES

This system raised OCA tests off the bottom of the graph to high range, increased IQs up to 1 point per hour of processing.

Pcs were happy. The success stories were great.

They made their completions and kept on going to the next process or level.

It was sometimes a strain to find enough to audit on them, but as today's C/S 54 (Dianetic Narrative), complete with drug or medical rundown, and a Dianetic completion can consume up to 150 hours and as single expanded grades (much less triple) take at least 25 hours, along with other repairs and rundowns, any pc can run up to about 250 hours and some many more before SH Power is even approached.

All this makes success on cases.

#### CONCLUSION

As there is nothing against resuming the most successful HGC pattern, as no policy or HCO B is contrary to it and all fit within it, the conclusion is that a successful org should procure personnel and train up auditors and get it in if it wants to be prosperous.

The line has to be held hard. The first staff member who offers "an introductory package" or a "5 hour intensive" or "Let's start pcs on Tuesday or any day" should be rapidly told "This is the way the orgs went into trouble."

#### FOUNDATIONS

The same pattern applies to Foundations with 12½ hour intensives and 2½ hour evening sessions. But again, the person must buy enough intensives.

#### COMPLETIONS

Completions of a grade or Rundown in the middle of the week are attested to and the pc goes on to the next RD or grade same day. This could be said to violate letting

pc have his win. But it doesn't as he is now on his next major action. The pc needing more hours at week's end buys another week.

### PRICING

Pricing *must* take into account that field professionals and students and members get heavy discounts.

Inflation has raised costs over the years.

Therefore it is necessary that 50% of the Intensive Cost be at least as high as 100% of it in 1950. Example: In the US \$500 intensives in 1950-60 would have to be \$1000 in 1971 so that at 50% they would still be \$500. And even then this is figuring it close. Today's psychiatrist gets \$40 an hour, no discount, for lousing people up and a "full course of analysis" costs £9,000.

Franchises get *much* higher prices than orgs and the public pays them. Right in the same town an org was going broke thinking its prices high when Franchises charging more were rolling in pcs!

### ADMIN

You have to have a very good kept up Central Files and Letter Regs.

You have to provide a *friendly* org with upstat appearance. (By survey.)

Your divisions have to be manned and your org has to be ON POLICY.

You have to sell BOOKS and have a cracking good Div VI getting new people.

### SUMMARY

This was the period when Class IV orgs were successful and prosperous.

It traces back to the fact that they never sold even an assist.

They trained (by cash income) about 1 for 1 with processing.

Power at SH even made it a rule to have the pc buy *only intensives*. Then the pc was fully set up and Power was really delivered. The hours left over were scrubbed (which could have led to Quickie Power). But that's how Power was sold. The break down of the schedule of 25 hour intensives must not occur because of this way of selling Power.

The 25 hour Class IV one week Intensive delivered in orgs was the successful pattern. No other pattern has ever worked.

It should be guarded against not again to depart from this successful pattern.

It takes time to handle pcs well and to total success.

L. RON HUBBARD  
Founder