

HUBBARD COMMUNICATIONS OFFICE  
Saint Hill Manor, East Grinstead, Sussex

Remimeo  
Flag Rep  
C/Os  
EDs  
Dissem Secs  
Staff Hat  
Div 2 Hats

ICO POLICY LETTER OF 15 JANUARY 1972R  
(Revised and reissued  
15 January 1973)

IMPORTANT

RICHES OR POVERTY

THE QUALITY OF THE DISSEM DIVISION

A DISSEM DIV CHECKLIST FOR QUALITY

Introduction of the "Big League Sales Closing Techniques" Book, the Big League Reg Series and Fast Flow Registration has made it necessary to up-date this Checklist.

In the hands of the Dissem Division lies a major answer to whether an org is prosperous or poor.

The Quality of performance of this Division can determine whether the staff gets paid well and the org prospers or the staff is paid badly and there is nothing to do.

A Dissem Division can make or break an org. AND DOES.

There are four grades of quality.

POWER QUALITY

The characteristics of Power Quality are:

- (a) Every piece of Promo is planned by survey. \_\_\_\_\_
- (b) The promo concentrates attention (instead of many different subjects). \_\_\_\_\_
- (c) The promo piece appearance is a good ambassador for the org. \_\_\_\_\_
- (d) It goes to the correct public. \_\_\_\_\_
- (e) It goes to correct addressees. \_\_\_\_\_
- (f) The Promo gets response. \_\_\_\_\_
- (g) The magazine exists. \_\_\_\_\_
- (h) The magazine is on policy. \_\_\_\_\_
- (i) BOOKS, \_\_\_\_\_ meters, \_\_\_\_\_ tapes \_\_\_\_\_ are on hand. \_\_\_\_\_ Stock recorded \_\_\_\_\_ Promptly Shipped \_\_\_\_\_ Advertised \_\_\_\_\_ Profitable \_\_\_\_\_ Handled on Policy \_\_\_\_\_.

- (j) Central Files exists. There is a folder for each person who has ever bought anything from the org. \_\_\_\_\_ Each item and comm concerning that person is filed in correct order in that file. \_\_\_\_\_ The files have a prefile system. \_\_\_\_\_ The filing is up to date. \_\_\_\_\_ The filing is kept up to date. \_\_\_\_\_
- (k) The address plates are an index to the Central Files \_\_\_\_\_ and are kept up to date. \_\_\_\_\_
- (l) The address plates are tabbed for different publics (bookbuyers, auditors, pcs, etc.). \_\_\_\_\_
- (m) The whole CF is written to periodically regardless of reply. \_\_\_\_\_
- (n) The CF Folders are studied and the person's questions handled in each letter written. \_\_\_\_\_
- (o) Incoming mail is promptly answered with the CF folder in hand and studied. \_\_\_\_\_
- (p) PERSONS WHO APPLY ARE TOLD TO COME IN FOR SERVICE. \_\_\_\_\_
- (q) REGISTRAR INTERVIEWS ARE PROMPT. \_\_\_\_\_
- (r) REGES APPLY FAST FLOW REGISTRATION BY SIGNING UP AND TAKING MONEY FROM INDIVIDUALS REGARDLESS OF WHO THEY ARE OR WHAT THEY ARE. \_\_\_\_\_
- (s) THE REGISTRAR CAN ACCEPT MONEY. \_\_\_\_\_
- (t) THERE ARE NO CUT-RATE OR OFF-POLICY PRICINGS. \_\_\_\_\_
- (u) ADVANCE PAYMENTS ARE LOGGED IN THE APR LOG. \_\_\_\_\_
- (v) APs GET COMPLETED. \_\_\_\_\_
- (w) AP PERSONS ARE CALLED IN FOR SERVICE. \_\_\_\_\_
- (x) BIG LEAGUE SALES CLOSING TECHNIQUES ARE IN USE AND CORRECTLY APPLIED. (i.e. Prospecting at the Close, Tagging, Double Teaming, Offering a Choice, Guarding Against Prospect Backout, Show and Tell, etc.) \_\_\_\_\_
- (y) AFTER THE PAID SERVICE IS GIVEN THE PERSONS WIND UP BACK AT THE REGISTRAR. \_\_\_\_\_
- (z) NO UNPAID OR PART PAID SERVICE IS GIVEN BY ERROR OR OVERSIGHT. \_\_\_\_\_
- (aa) ARC BRK PROGRAMS ARE CONSTANTLY RUN TO KEEP OF CLEANED UP. \_\_\_\_\_
- (ab) KNOWS WHAT IT IS SELLING. \_\_\_\_\_

- (ac) REGISTRARS UP-TO-DATE ON THE WINS IN TECH THROUGH SUCCESS STORIES OF PEOPLE THEY SIGNED UP AND OF OCAs AND HOW TO READ. \_\_\_\_\_
- (ad) All members are hatted and working. \_\_\_\_\_
- (ae) Application Forms, Sales Data Sheets, Prospect Data Sheets are in plentiful supply and being USED. \_\_\_\_\_

A Power Dissem Division consists of those actions and any others needed to make them come about.

The org that has such a Dissem Division AND delivers what it sells in good volume and quality without backlogs will be rich.

POOR QUALITY

If any of these are so, the Dissem Div has poor quality.

A poor quality Dissem Div -

- (bb) Promotes without survey. \_\_\_\_\_
- (cc) Sends promo to wrong publics. \_\_\_\_\_
- (dd) Sends promo to incorrect address. \_\_\_\_\_
- (ee) Backlogs its CF. \_\_\_\_\_
- (ff) Writes form type letters. \_\_\_\_\_
- (gg) Has an understocked BOOK \_\_\_\_\_ Meter \_\_\_\_\_ Tape Section \_\_\_\_\_ Backlogged \_\_\_\_\_. \_\_\_\_\_
- (hh) Develops "Hot Prospect" systems but ignores the rest. \_\_\_\_\_
- (ii) Cuts prices or makes weird offers. \_\_\_\_\_
- (jj) Has no real ARC Brk program. \_\_\_\_\_
- (kk) Interviews and signs up people if they walk in. \_\_\_\_\_
- (ll) Violates FAST FLOW REGISTRATION by turning some people away. \_\_\_\_\_
- (mm) Has only a dim idea of what the org sells. \_\_\_\_\_
- (nn) Vaguely aware of the wins in Tech. \_\_\_\_\_
- (oo) Read but only occasionally applies bits and pieces of Big League Techniques, if any at all. \_\_\_\_\_

A Dissem Division of this type costs the org about 2/3rds of its potential income. It is usually unhatted and tries madly to cope.

TREASON QUALITY

If any of these are so, then the quality of the Division is Treason.

- (i) Promotes with total unreality and seldom. \_\_\_\_\_
- (ii) Has an utterly muddled CF, backlogged and unhandled. \_\_\_\_\_
- (iii) Writes form letters if at all. \_\_\_\_\_
- (iv) Has no real record of Advance Payments. \_\_\_\_\_
- (v) Steers off AP people after full payment for various reasons if in contact at all. \_\_\_\_\_
- (vi) Lets the org get hit with lots of refunds due to inattention. \_\_\_\_\_
- (vii) Doesn't answer applications for training or processing. \_\_\_\_\_
- (viii) Doesn't use Big League Sales Closing Techniques Book or the Big League Reg Series. \_\_\_\_\_
- (ix) Allows stops to occur on Registrar lines and prevents the Reges from signing up and taking money from individuals regardless of who they are or what they are. \_\_\_\_\_
- (x) Has no idea of what the org sells and/or the wins occurring in Tech. \_\_\_\_\_
- (xi) Lets unpaid, uninvoiced processing or training occur and lets service continue after the payment runs out. \_\_\_\_\_
- (xii) BOOKS \_\_\_\_\_ Meters \_\_\_\_\_ Tapes \_\_\_\_\_ not available or pushed. \_\_\_\_\_
- (xiii) The Org depends mainly on Pub Div sign-ups. \_\_\_\_\_
- (xiv) Promotes or mails mag to only small part of CF or addresses. \_\_\_\_\_

This type of Dissem Div will destroy the org, which, to be factual, is what it is probably trying to do.

Such a Dissem Div is a crime against every staff member. It will get every executive into trouble. It will eventually break the org.

PRO Area Control will go out.

The Cash Bills ratio will be bad.

The org's credit will vanish.

Financial Planning will be a continual squabble.

Staff members will blow.

The Academy and HGC will remain empty and tech people idle.

Anyone running such a Dissem Div should be assigned the correct condition -- Treason.

### OPTIMUM OPERATION

An org is built around the public it already has.

That means a completely operating Dissem Div.

To this is added new public. That's the Public Division.

Volume 2 of the OEC Course available from Pubs DK has everything in it to set up and run a Dissem Div.

An org can be starved along on its Public Division until it builds or rebuilds its Dissem Division. But it will never run well on the Public Division alone.

Building a Power Quality Dissem Div takes staffing and hatting and a DISSEM SEC WHO SEES ALL THE VITAL ACTIONS GET FULLY DONE. A Dissem Sec who lets the HAS understaff her and who tolerates not-dones and half-dones may soon fall into Treason and destroy the org.

The rise and fall of orgs has little or nothing to do with external factors. This has been proven again and again.

Orgs rise and fall around the completeness and quality of a Dissem Division -- back up by Tech and Qual unbacklogged delivery and the Public Div.

You can look into a Dissem Div and by this P/L, without another glance at the org, tell about what its staff pay, its Cash Bills, its PRO Area Control is like.

But even a good Dissem Div can be broken internally by small things:

Registrar not available.

Registrar can't take money.

Letter Registrar with no interest in people.

AP data hidden by a clerk.

Applications gotten out of sight by an SP.

Magazine "only sent to 700 because of costs and CF is all ARC Broken anyway."

CONCLUSION

One concludes that regardless of what else an executive inspects he must inspect the Dissem Div, look in the desks and files, look for the surveys, find APs in the Treas Div to see if Dissem has slipped up etc. The Power Quality list above is a good checklist for such an inspection. One has to LOOK, not ask. And the incoming mail must be surveyed to see if it will contain applications that do not get handled.

When outnesses are found one can't accept "reasons why". One must get the full action going.

Dilettantes don't belong in the Dissem Div. And people who like to dream of something else as they do mechanical work belong in the HGC as pcs, not in the Dissem Div.

Dissem Div people can make or cost an org tens of thousands of dollars EVERY WEEK.

When Dissem Div people don't do their jobs they are sort of spitting on the rest of the staff. When they do their work well they are worth diamonds.

The Division is far more important and its correct actions are far more vital than many C/Os and EDs realize.

Poor GI? Look at the Dissem Div hard, hard, hard and checklist inspect it and get the flubs remedied fast.

Good GI? Applaud the Dissem Div if it got it from CF. Pat the Public Div on the back if it was all new action and get a new Dissem Sec and Hat him.

Wonderful GI? Give the Dissem Sec and Public Div a dinner if they made it.

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Dissem, Public, Tech and Qual are the working Divs, all important to the org. The only one that can surely and lastingly boom the org or destroy the org completely is the Dissem Div. This is by long experience and actual record.

Revised by:  
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