

HUBBARD COMMUNICATIONS OFFICE

Remimeo Saint Hill Manor, East Grinstead, Sussex

All Orgs

All Tours

Hats

All Registrars

Hats

To be M4 and

* rated & Clay

Tabled

HCO POLICY LETTER OF 5 JULY 1972
(SO ED 122 INT reissued as policy)

DEFINITION OF A HOT PROSPECT

(Refer: HCOPL 6 Apr 65 "Letter Reg Hat"
LRH ED 145 INT "Why Something New")

DEFINITION OF HOT: A DEGREE OF INTEREST EXPRESSED AS A REACH.

DEFINITION OF PROSPECT: POTENTIAL BUYER OR CUSTOMER.

The potential buyer or customer in this case would have expressed a want for training and/or processing. (The expressed want doesn't even have to accompany a cash payment, nor would person have to be "well off" financially.)

The Scientology Definition of a Hot Prospect then is:

A POTENTIAL BUYER OR CUSTOMER WHO HAS EXPRESSED A WANT TO BE TRAINED AND/OR PROCESSED.

What is NOT the definition of "HOT PROSPECT" - "Somebody with a lot of loot." This wrong misdefinition derailed the whole US area. The Correct definition and the one to use is as above.

CYCLE OF ACTION OF A HOT PROSPECT

Promotion personnel arouse the want by broadly and carefully showing what Scientology is all about and the programmes that exist for the broad public.

This factor is well covered in LRH ED 145 INT "Why Something New".

As a result of the promotion an Individual will respond by a reach, however slight, and will express or infer a want for what has been promoted.

The individual is now personally on the lines of the Sales Personnel.

Each Individual must now be helped by the correct Sales Personnel (i.e. if reach in form of a letter, the letter reg would handle) who finds out what that individual wants, or might be able to want, and intensifies that want by guiding the Individual into the correct existing channels.

A reach is intensified by personally taking an interest in each individual, his job, his family matters, time, and advising him by mail or personally how to get what he wants.

Sales Personnel must therefore be very well briefed and very familiar with the books available, the training available and the auditing available in order to be able to know what is the proper channel for each Individual.

When an Individual expresses a want to be trained or processed he is referred to as a Hot Prospect.

A Hot Prospect is promptly turned over to the Advance Scheduling Registrar who gives the person a starting date and informs him asking for any correction of date. This Registrar also sends prepared Registration Packets which even include sign-up forms and give the opportunity to pay for the service in advance, or at least make a Reserve Payment in advance.

An Advance Scheduling Registrar keeps a Hot Prospect HOT by remaining in contact and handling the person in such a way to help him achieve his goal. And she doesn't stop until the person is actually in the org taking the service.

Once the person has started his service, the org takes over until he has completed his cycle and is now ready to be entered into another channel in the org and signifies it by speaking up.

There is no limit to the number of Hot Prospects. The ability to arouse and to master the principle of how to handle and help a Hot Prospect get what he wants, and see he does get it, is what counts in Clearing this Planet.

Dissem Aide

for

L. RON HUBBARD

FOUNDER

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