



W I S E
WORLD INSTITUTE OF SCIENTOLOGY ENTERPRISES

BUSINESS HANDLING CHECKLIST

A W I S E M E M B E R S H I P B E N E F I T

CONSULTANT SITUATION HANDLING CHECKLIST #1

HOW TO HAVE UPTRENDING INCOME AND DELIVERY DURING A HOLIDAY

SITUATION:

At certain times of the year in different parts of the world, large numbers of businesses close their doors for a period of time. Examples of this are Europe during the summer and elsewhere in the world at year-end. Closing one's own doors at such a time costs a great deal.

In HCO™ PL 27 July 1972, "FORM OF THE ORG AND SCHEDULES"
(MS 2:116), LRH states:

"Closing of lines costs a great deal. An extreme example is closing an org for 2 weeks 'so everyone can have a vacation.' African orgs used to do this and would often lose their higher stats for months."

"Closing an org at noon or for supper can ball up lines and can have a heavy effect on stats."

"All this 'closing' is simply saying 'we're dead.'"

"Lines have a tendency to keep flowing when flowing and remain stopped when they are stopped." – LRH

One can have soaring production if this situation is properly addressed and handled. As an assist to accomplishing this, this checklist is being made available to you.

HANDLING:

1. The first step is for you to make the decision that your organization is going to flourish and prosper during this period of time.
2. Get with the individuals in your group and get their agreement to work together as a team to flourish and prosper during this period of time.

REF: HCO PL 7 December 1969 I, "ETHICS, THE DESIGN OF" (OEC® Vol. 1:483):

"So things do not run right because one is holy or good. Things run right because one makes them run right." – LRH

3. Get with the individuals in your group and draw up an internal production game by which staff are rewarded for achieving a high level of production over this period. Work out production quotas with increasing rewards and/or bonuses. Quotas should be set which will enable the group to achieve Highest Ever statistics for the quarter and by comparison to previous years. This can result in bonuses paid and dinner for the entire staff, for example.

REF: HCO PL 18 April 1965, "CONTESTS AND PRIZES" (new OEC Vol. 0:556):

"Our CONTESTS must be planned so that EVERY ENTRANT gets a prize or the prize." – LRH

4. Announce the game to staff and launch the game. Get execs and staff (including regges) playing.

5. Find or create a product or service that will be demanded by your clients and prospects that you can produce and is within your resources to deliver.

REF: HCO PL 3 December 1971, "EXCHANGE" (MS 2:222):

"To exchange something, one must find or create a demand.

"He must then supply the demand in EXCHANGE for the things the group needs." – LRH

6. Determine by survey of past sales and products delivered or by personal contact which services are most demanded by and popular with clients and prospects. These can be incorporated in additional seminars and workshops which would be offered over the holiday period.

REF: HCO PL 2 September 1979, "SURVEYS ARE THE KEY TO STATS" (MS 3:177):

"You could review invoices to tabulate what part of the town or state your customers came from and saturate (fill up) the area with promo and increase your delivery sales." – LRH

7. Work out "buy-nows" for these services that offer discounts on their purchase over this period to clients/prospects. As examples of this, a discount can be offered on a package or on resign services, paid in full.

REF: HCO PL 20 November 1965RB I, "THE PROMOTIONAL ACTIONS OF AN ORGANIZATION" (new OEC Vol. 0:473):

“. . . sees that pricing of everything sold is not too high to discourage the public and not too low to make the org insolvent.” – LRH

8. Use any previously successful promo piece or develop a promotional piece – flyer, post-card, etc. – that promotes these “buy-nows” to clients and prospects, using WISE Business Handling Checklist #7, HOW TO PUT TOGETHER AN AD OR PROMO PIECE.

9. Get this promotional piece produced and sent out IN VOLUME to clients and prospects well in advance of the holiday period.

REF: HCO PL 30 July 1968, “GROSS INCOME SENIOR DATUM” (new OEC Vol. 0:486):

“THE SIZE NOT THE QUALITY OF AN ORG’S MAILING LIST AND THE NUMBER OF MAILINGS AND LETTERS TO IT DETERMINES THE GROSS INCOME OF AN ORG.” – LRH

10. Have appropriate members of the organization go through the files, prospect lists and log books to work out an EXTENSIVE lineup of those individuals who are prospects for service up to and through the holiday period.

REF: HCO PL 7 AUGUST 1976 I, “PRODUCT – ORG OFFICER SYSTEM, NAME YOUR PRODUCT” (OEC Vol. 7:443):

“NAME, WANT AND GET YOUR PRODUCT.

“Breaking this down into its parts we find that the most common failure of any product officer or staff member or Purchaser lies in the first item, NAME YOUR PRODUCT!” – LRH

11. Work out what it would take to close each of these prospects, beside their name.

12. Determine who in the organization is going to be responsible for contacting and closing each client and prospect on this lineup.

13. Contact each prospect on this list via phone calls and letters to get them to acquire services well in advance of the holiday period.

14. Quota and achieve a large volume of phone calls and letters out by the organization, beginning well in advance of the holiday period, toward the acquisition and delivery of services and goods.

REF: HCO PL 7 August 1976 III, "PRODUCT – ORG OFFICER SYSTEM, TO GET YOU HAVE TO KNOW HOW TO ORGANIZE" (OEC Vol. 7:446):

"If the product is to get somebody to come in to see you, then you have to have some means of communication and some tech of persuasion to make him want to come in to see you." – LRH

REF: HCO PL 15 November 1960R, "MODERN PROCUREMENT LETTERS" (OEC Vol. 2:612):

"Any letters or phone calls are better than no letters or phone calls."

"The volume of the income of an org is in direct proportion to the number of phone calls and letters of an org. It has nothing to do with quality." – LRH

15. Establish a schedule by which your organization will remain open throughout this particular period. You may have to have staff work in shifts.

REF: HCO PL 10 July 1965, "LINES AND TERMINALS, ROUTING" (new OEC Vol. 0:171):

"The most important things in an organization are its lines and terminals. Without these IN, IN AN EXACT KNOWN PATTERN the organization cannot function at all." – LRH

16. If you have any undelivered services, make a list of these and get these public contacted, scheduled and delivered to.

17. Schedule and deliver immediately all services now acquired by your clients and prospects.

REF: HCO PL 25 March 1971, "VALUABLE FINAL PRODUCTS" (new OEC Vol. 0:295):

"By definition, a valuable final product is something that can be exchanged with other activities in return for support."

"A valuable final product could as easily be named a VALUABLE EXCHANGEABLE PRODUCT." – LRH

REF: HCO PL 28 February 1965 I, "DELIVER" (new OEC Vol. 0:497):

"Delivery, if not done swiftly and cheerfully and effectively, balls

**up the lines, retards growth and keeps everyone marking time.”
“Just find people, make them want and pay for delivery and then
deliver.” – LRH**

For any additional assistance on implementing this checklist, contact the Membership Chief at your local WISE Continental Office.

Please send your successes regarding the implementation and use of this checklist to the Membership Chief at your local WISE Continental Office with a copy to the Field Activation Officer WISE International.