Before Conditioning
Prior to conditioning, the dog notices the bell ringing, but does not salivate. Here, the bell is a neutral stimulus. Food placed in the dog's mouth (the UCS) naturally produces the salivation reflex (the UCR).

During Conditioning
In the conditioning phase, the neutral stimulus (the ringing bell) is repeatedly sounded immediately before food is placed in the dog's mouth (the UCS), which produces the natural reflex of salivation (the UCR).

After Conditioning
The ringing bell is no longer neutral. It is now called a CS because, when the bell is rung, the dog reacts with a conditioned reflex: It salivates even though no food is present. The salivation response is now called a CR.