FIGURE 5.6 How to Structure a Logical Argument

STEP 1 What is your position?	**Training customer service reps to use the new system will improve service and productivity and will also reduce costs.**		
STEP 2 What reasons support your position?	Since installation, customer service and productivity have suffered.	The problem is costly.	Training is a cost-effective and efficient solution.
STEP 3 What evidence supports your reasons?	Customer complaints have increased 50 percent. / Number of customers served daily has decreased 15 percent.	Increased complaints cost us $1,800 per week. / Complaints may also cause us to lose customers.	Targeted training will cost less than the cost of complaints. / Manufacturer has agreed to provide the training within one week.