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# THE 3 PHASES OF AN ARGUMENTATION



Opening

Value Proposition

Closing



**CALL TO  
~~ACTION~~**

## TECHNIQUE 1: **LIMITED CHOICE**

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give the feeling of freedom

## TECHNIQUE 2: **TO GIVE HIS OPINION**

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# PRACTICAL EXERCISE

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Take each one your own case and prepare a complete argument by gathering the previous elements and using the preparation guide.  
(10 min)



**Thank you**