



**COMMUNICATION & SALES
SEMINAR C**

**HOW TO MOTIVATE YOUR
PATIENTS TO WANT WHAT
THEY NEED**

Based on the works of L. Ron Hubbard



Communication & Sales Seminar C

*Based on the works of
L. Ron Hubbard*

Section I: *Introduction and Overview*

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Communication & Sales Seminar C

Based on the works of
L. Ron Hubbard

Section I: *Introduction and Overview*

**Why don't
you like
Salespeople?**



Hard Sell Defined

By L. Ron Hubbard

“Hard Sell: 1. Means insistence people buy. 2. Caring about the person, not being reasonable with stops and barriers and getting him fully paid up and taking the service.”

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Reasonable Defined

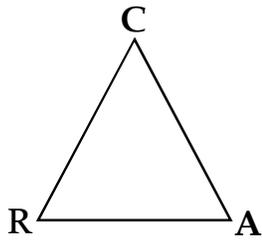
By L. Ron Hubbard

1. Faulty explanations.
2. When an executive starts to explain the "reasons" for low stats instead of working to get high stats, he is being reasonable."

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The ARC Triangle

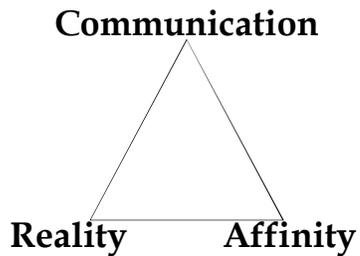
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The ARC Triangle

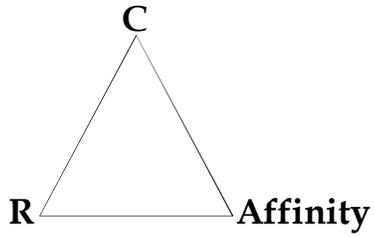
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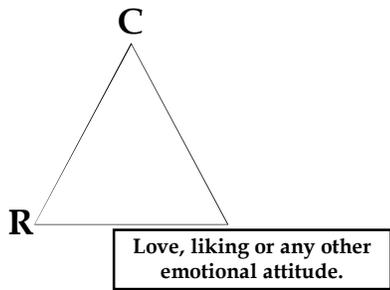
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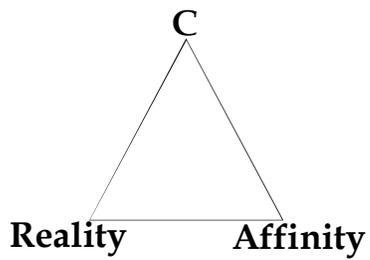
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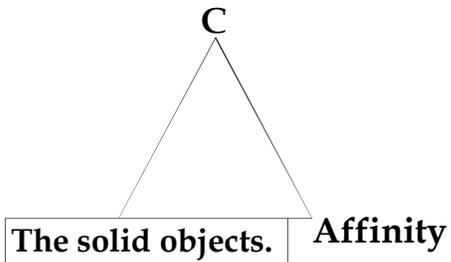
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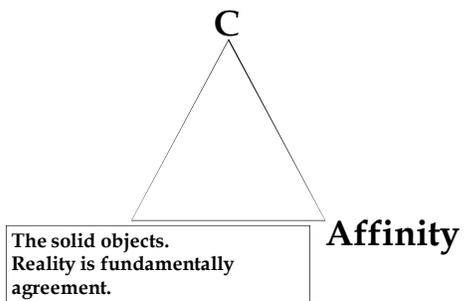
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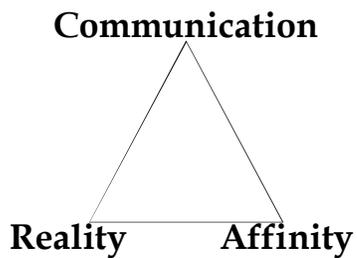
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The ARC Triangle

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An interchange of ideas
 between two people.

Reality Affinity

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The ARC Triangle
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Communication

= Understanding

Reality Affinity

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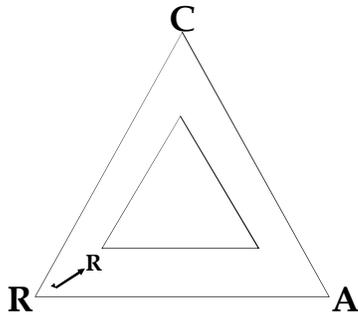
The ARC Triangle
By L. Ron Hubbard

“One can’t cut down one without
 cutting down the other two.”

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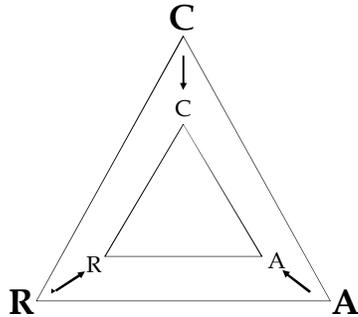
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The ARC Triangle

From the works of L. Ron Hubbard

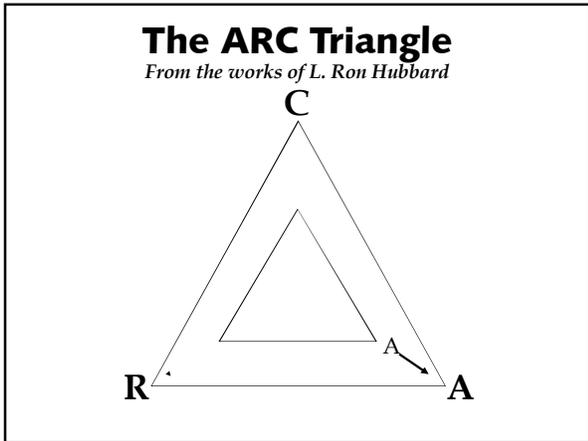


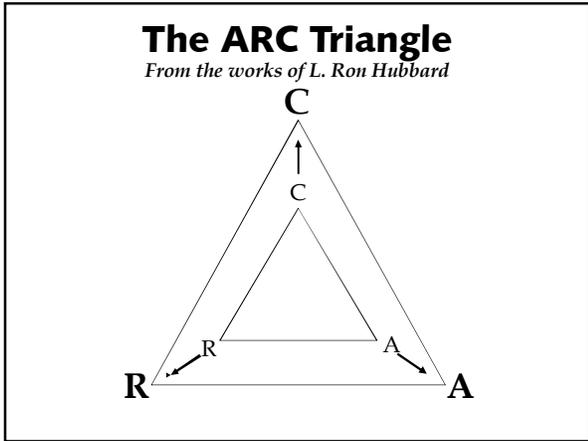
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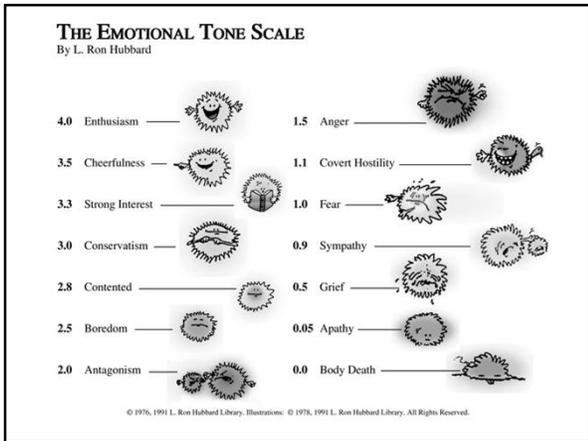
By L. Ron Hubbard

"One can't rehabilitate one without rehabilitating the other two."

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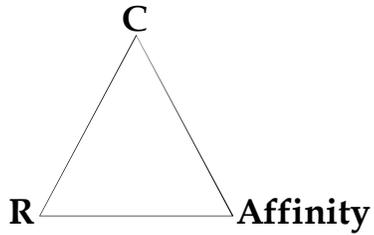






The ARC Triangle

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The ARC Triangle

By L. Ron Hubbard

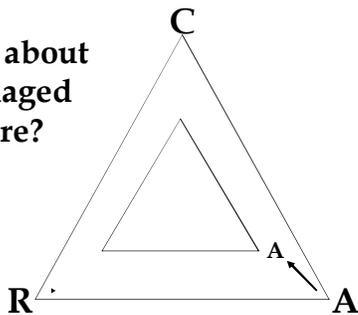
“Affinity: ...it expresses the willingness to occupy the same place as the thing which is loved or liked.”

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The ARC Triangle

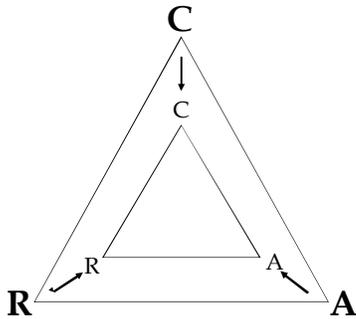
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What about
Managed
Care?



The ARC Triangle

From the works of L. Ron Hubbard



The ARC Triangle

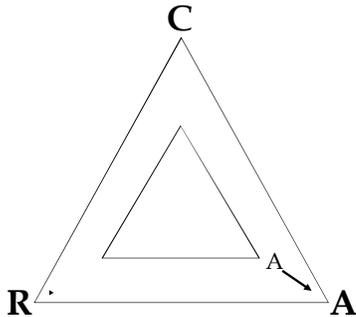
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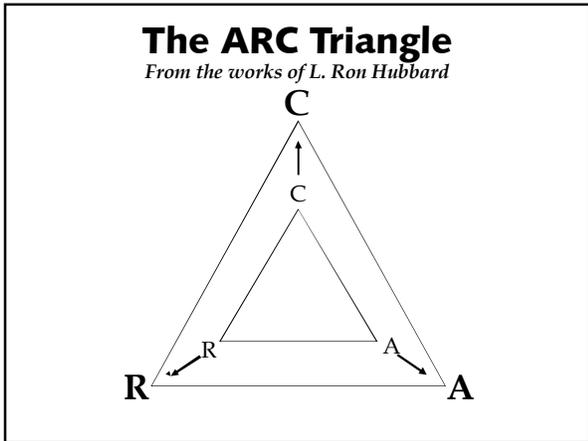
“The most important corner of the ARC Triangle is communication. If you knock communication out, they will all go.”

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The ARC Triangle

From the works of L. Ron Hubbard





If you are selling to people you don't like, where will you go on the Emotional Tone Scale?

4.0 Enthusiasm		1.5 Anger	
3.5 Cheerfulness		1.1 Covert Hostility	
3.3 Strong Interest		1.0 Fear	
3.0 Conservatism		0.9 Sympathy	
2.8 Contented		0.5 Grief	
2.5 Boredom		0.05 Apathy	
2.0 Antagonism		0.0 Body Death	

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THE EMOTIONAL TONE SCALE

By L. Ron Hubbard

4.0 Enthusiasm		1.5 Anger	
3.5 Cheerfulness		1.1 Covert Hostility	
3.3 Strong Interest		1.0 Fear	
3.0 Conservatism		0.9 Sympathy	
2.8 Contented		0.5 Grief	
2.5 Boredom		0.05 Apathy	
2.0 Antagonism		0.0 Body Death	

Getting this kind of help begins to raise your Tone level.

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Sales Resistance

20%
Easy

Sales Resistance

20%
Easy

20%
Trouble

Sales Resistance

20%
Easy

60% Can Be Sold
Comprehensive
Care

20%
Trouble

Sales Resistance

20% Easy	60% Can Be Sold Comprehensive Care	20% Trouble
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How Effective Are You
With The 60%?



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Section II: *The Communication Formula*



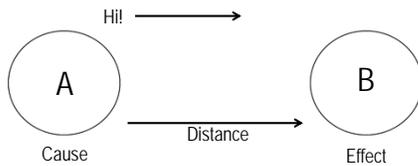
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Section II: The Communication Formula

The Communication Formula

Based on the works of L. Ron Hubbard



"Any communication will originate at a Cause Point, travel across a distance and arrive at an Effect Point."

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Definitions

Based on the works of L. Ron Hubbard

Cause: The origination or starting point of communication, actions, etc.

Effect: In communication, receipt point, and what is received at the receipt point."

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The Communication Formula

Based on the works of L. Ron Hubbard

"To communicate, A must *want* to communicate. This is called intention.

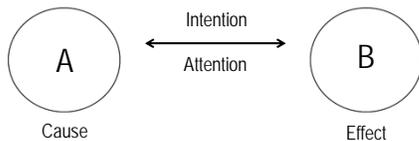
A must also have some attention on B to make sure he is ready to receive or listen to what A says.

Now, B must also intend to listen or receive the communication. So, he has intention too. And he must put some attention on A if he is going to receive it."

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The Communication Formula

Based on the works of L. Ron Hubbard



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The Communication Formula

Based on the works of L. Ron Hubbard

"There must be a duplication of what was said—B received A's communication exactly as it was sent.

The final result of a communication is understanding. That's what communication is all about."

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Definitions

Duplication - "The act of reproducing something exactly."

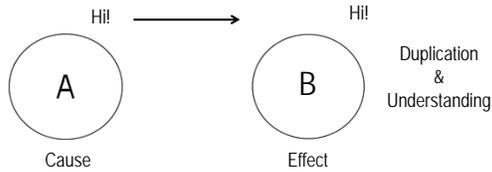
- *L. Ron Hubbard*

Understand - To get the meaning or significance of.

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The Communication Formula

Based on the works of L. Ron Hubbard



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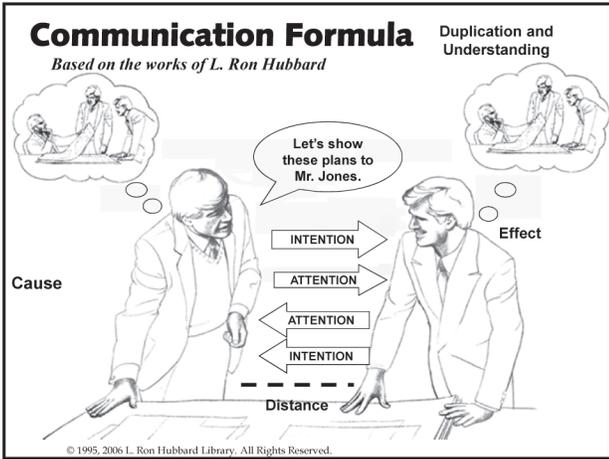
The Communication Formula

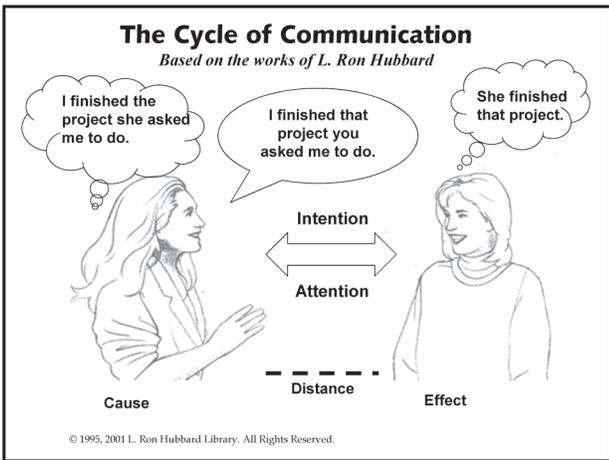
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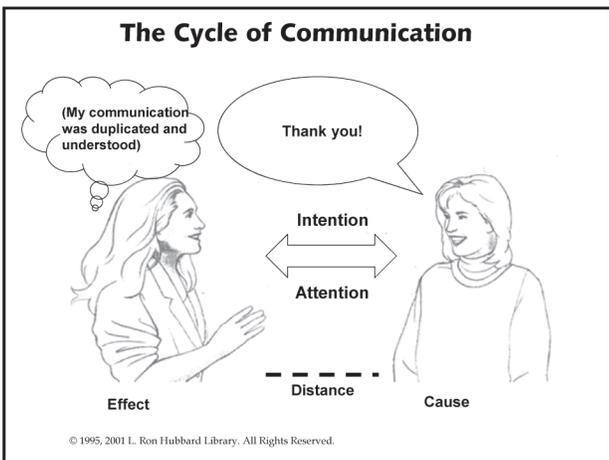
"The Communication Formula is then, CAUSE, DISTANCE, EFFECT with INTENTION, ATTENTION and a DUPLICATION and understanding at EFFECT of what emanated at CAUSE."

Emanated: To originate or come from.

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The Communication Formula

Based on the works of L. Ron Hubbard

"A complete cycle of communication will result in high affinity. If we disarrange any of these factors we get an incomplete cycle of communication and we have either "A" or "B" or both *waiting* for the end of cycle. In such a wise the communication becomes harmful."

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Confront

Mr. Hubbard defines confront as:

1. An action of being able to face.
2. The ability to be there comfortably and perceive.
3. To face without flinching or avoiding.

It's an *ability*. (emphasis added)

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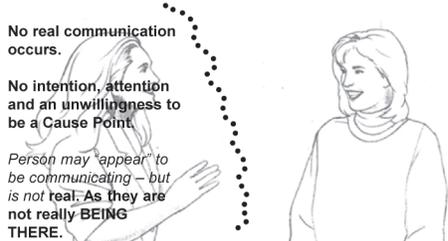
No Confront = No Communication

Unwilling to face/low confront

No real communication occurs.

No intention, attention and an unwillingness to be a Cause Point.

Person may "appear" to be communicating – but is not real. As they are not really BEING THERE.



Intention

Poor intention will result in no duplication and thus no understanding.

This can result in no or MIS-DUPLICATION...

Intention

What happens if the intentions don't match what the person is supposedly saying?

Attention

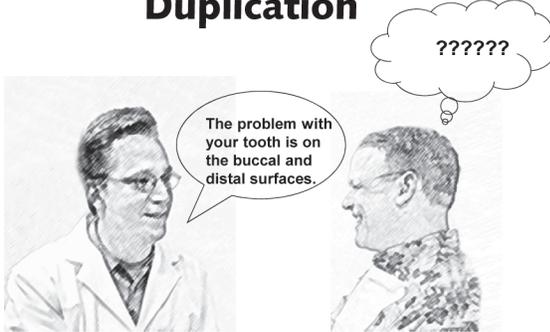
Lack of ATTENTION at CAUSE POINT will result in no or poor duplication and thus no understanding.

Attention



In addition, lack of attention at EFFECT will also result in no or poor duplication.

Duplication



It is the responsibility of the person communicating to ensure they are duplicated.

Willingness to Duplicate



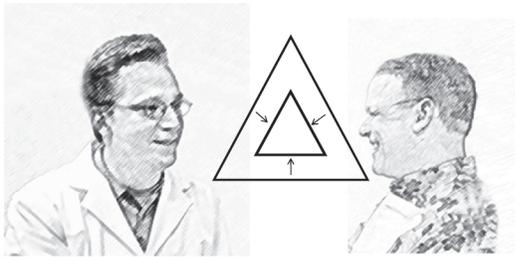
Part of communication is the willingness to be an effect point.

Willingness to Duplicate



Part of communication is the willingness to be an effect point.

Willingness to Duplicate



Other Communication Points

Based on the works of L. Ron Hubbard

What follows are a few other common ways the communication formula and cycle get disarranged:

- a. Asking a question before a person is ready to receive it.
- b. Asking a question in such a way that the person will not receive it.
- c. Asking a question – getting an answer and then misunderstanding the answer.
- d. Querying all of someone's answers.
- e. Cutting a person's answers with an acknowledgement.
- f. Not acknowledging an answer at all.
- g. Answering a person's questions for them.

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Section III: *Selling and Your Reality*

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Section III: *Selling and Your Reality*

An Organization's Income Ceiling

By L. Ron Hubbard

“The ceiling of income in the organization is placed by the sales line*.”

Line: A fixed pattern of positions (jobs in an organization) who originate and receive or receive and relay orders and information in an organization.

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An Organization's Income Ceiling

By L. Ron Hubbard

“And if the sales line is not exactly tailored and if isn't permitted to expand, then the income of the organization remains constant. I have proven this without the slightest final doubt.”

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Interest

By L. Ron Hubbard

"If a salesperson is not interested in a person he shouldn't communicate to him.

We never *force* interest in people.

Now, you think maybe that's going to cost the organization money.

That isn't true."

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Interest

By L. Ron Hubbard

"You know how you'll cost the organization money? By counterfeiting interest. By counterfeiting curiosity. By forcing yourself to be interested in people.

And the next thing you know the whole job starts looking unreal to you. You got the idea?"

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Your Reality

By L. Ron Hubbard

"Don't keep violating your own reality, because you'll cut the C.

The devil with the A. Skip the A. It's the R and the C and for there to be C, there must R. And R is simply reality, which is basically composed of agreement."

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Your Reality

By L. Ron Hubbard

“What can *you* agree with these people with?” Not ‘What will *he* agree with?’ That you can never guarantee.

But you can sure guarantee what you’ll agree with.”

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Interest

By L. Ron Hubbard

“The interest of the person at the cause point of the communication is more important than the interest of the person at the receipt point. That’s the first thing you have to learn, because the second you try to estimate the person’s interest who is receiving the communication you will make mistakes – inevitable.”

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Interest

By L. Ron Hubbard

“These people are all over the Tone Scale, and the only R that you can feed them is your R. That’s all the R you have a total control of.”

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Interest

By L. Ron Hubbard

“So when you violate your own R and you violate your own interest, you’ve had it.”

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Interest

By L. Ron Hubbard

“People do not respond to unreality. They do not respond to criticism. They do not respond to explanations. They do not respond to sales talks.”

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Interest

By L. Ron Hubbard

“This country is sold to death. They do not respond to any of these things. There’s only one thing they have ever responded to, and that’s *your* reality on *them*. And that they respond to at once. And if your reality is real on them, they respond, right like that, bang. Quick. It’s almost too simple a trick.”

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Section IV: *Presenting Treatment Options*

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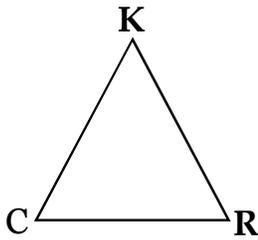
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Section IV: *Presenting Treatment Options*

The KRC Triangle

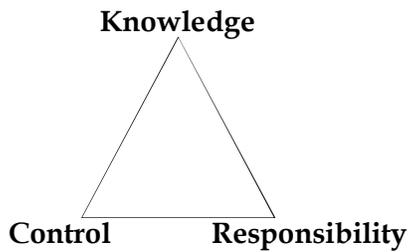
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The KRC Triangle

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Definitions

By L. Ron Hubbard

Knowledge: By knowledge, we mean assured belief, that which is known, information, instruction; enlightenment, learning; practical skill.

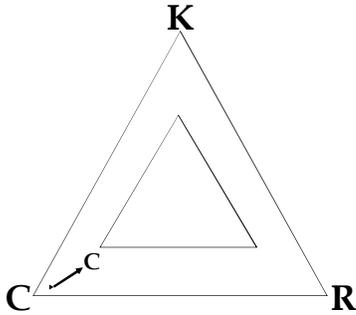
Responsibility: is not fault; it is recognition of being cause.

Control: Predictable change.

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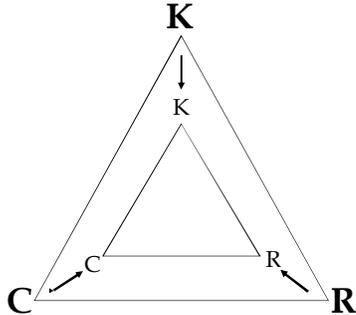
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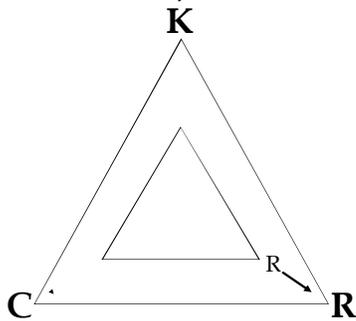
The KRC Triangle

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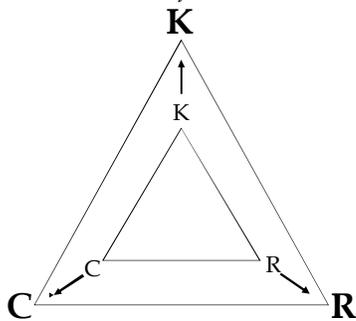
The KRC Triangle

From the works of L. Ron Hubbard



The KRC Triangle

From the works of L. Ron Hubbard



The KRC Triangle

By L. Ron Hubbard

“By inching up each corner of the KRC triangle bit by bit, ignoring the losses and making the wins firm, a person at length discovers his power and command of life.”

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- A) Cadillac**
- B) Chevy**
- C) Yugo**

Cadillac

- 
A) Cadillac
- B) Chevy**
- C) Yugo**

- A) Cadillac**
- B) Chevy**
- C) Yugo**

A) Chevy

Handling the Public
By L. Ron Hubbard

**“TO DECIDE ONE HAS
TO UNDERSTAND.”**

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Handling the Public

By L. Ron Hubbard

“Erase from your organization patter
‘Which do you want, Mr. J?’ Don’t ask
which course, or what book or what door
or what time he or she wants to start
anything...”

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Handling the Public

By L. Ron Hubbard

“Cultivate totally on a staff a didactic*
but pleasant approach. ‘This is your next
book...’ ‘Your next course should be taken
on...’ ‘Go to the third door.’ ‘I see you’re
here for your_____. You go to the second
floor.’

Didactic: Done in such a way as to teach or instruct.

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Definition of “Qualify”

By L. Ron Hubbard

“To find out if a potential
prospect is a bona fide or real
prospect by establishing if he is
prepared to buy now, later or
never.

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Definition of "Qualify"

By L. Ron Hubbard

"A salesman asks questions designed to discover a potential prospect's purchasing power and attitude or willingness to buy before the salesman invests time in an attempt to sell or close the prospect."

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Section V: *Control & the Sales Line*

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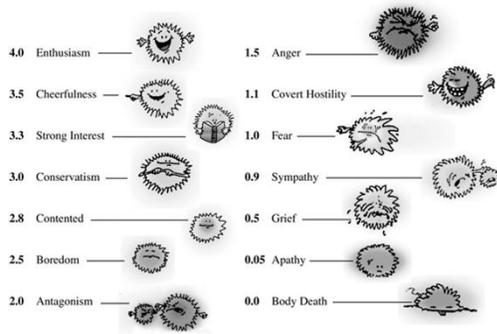
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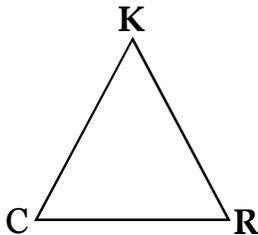
Section V:
Control & the Sales Line

THE EMOTIONAL TONE SCALE
 By L. Ron Hubbard



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The KRC Triangle
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Control Defined

By L. Ron Hubbard

1. "...Predictable change."
2. "Control consists entirely of starting, changing and stopping."

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Control

By L. Ron Hubbard

1. "THE POWER OF A PERSON IS MEASURED BY NOTHING ELSE THAN THE DISTANCE AROUND HIM IN HIS ENVIRONMENT THAT HE CAN CONTROL.
2. WHEN A PERSON EXERTS THIS POWER UNCLEVERLY, HE BRINGS ABOUT DESTRUCTION.

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Control

By L. Ron Hubbard

3. WHEN GOOD SENSE AND GOOD JUDGMENT ARE NOT ADDED INTO CONTROL, CONTROL GETS A BAD NAME.
4. A WAY TO IMPROVE YOUR CONTROL OR ANOTHER'S IS TO DO IT ON A GRADIENT."

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Control and Income

By L. Ron Hubbard

"Control = Income.

When you have people who cannot control people on Public or Sales positions, your income falls or vanishes."

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Control and Income

By L. Ron Hubbard

"The best control, for Sales purposes, includes the greater good of the applicant.

Therefore, KNOWINGNESS must be included with control."

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Control Defined

By L. Ron Hubbard

"Positive postulating, which is intention, and the execution thereof."

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Postulate Defined

By L. Ron Hubbard

"A decision you make
to yourself or to others"

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Positive Postulate

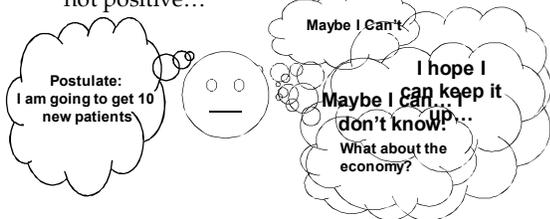
By L. Ron Hubbard

"It's not only that there is no
negative given attention to,
but it does not assume that
any negative is possible."

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Positive Postulate

Here is an example of how a postulate is
not positive...



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Aberration

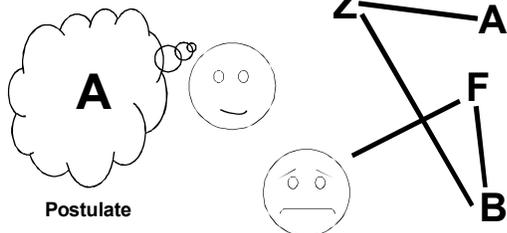
By L. Ron Hubbard

"A departure from rational thought or behavior. The word is also used in its scientific sense. It means departure from a straight line."

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Postulate Aberration

One can also allow his postulates to get aberrated.



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Communication & Sales Seminar C

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L. Ron Hubbard*

Section VII:

The Sales Line & the Four Steps of Selling

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Communication & Sales Seminar C

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Section VIIa: *The Sales Line*

The Sales line

Receptionist



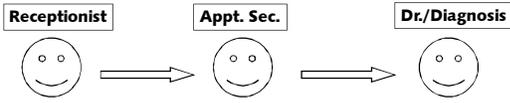
The Sales line

Receptionist

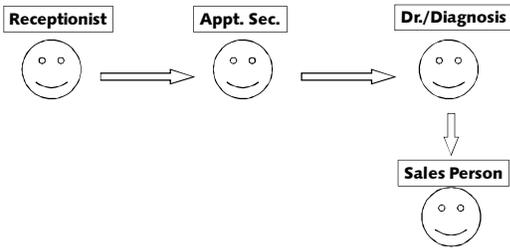
Appt. Sec.



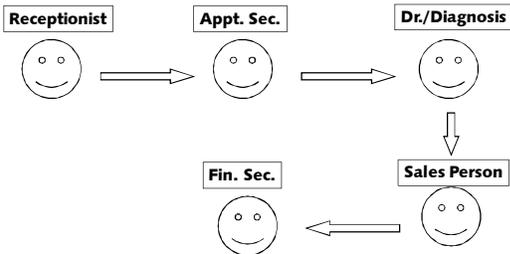
The Sales line



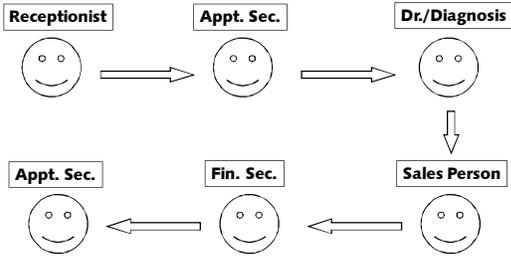
The Sales line



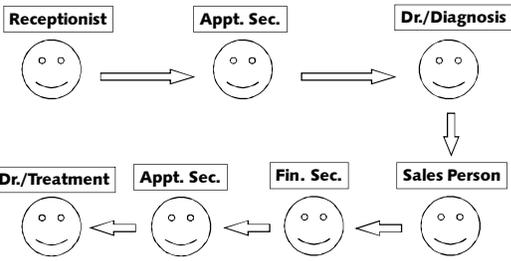
The Sales line

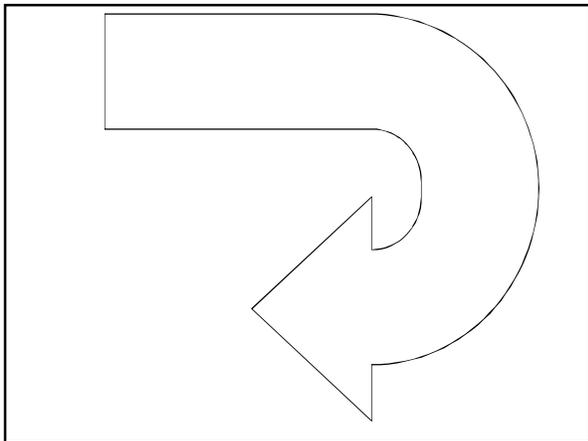


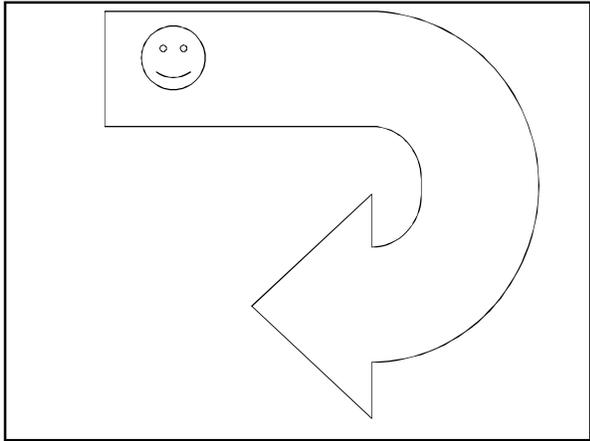
The Sales line

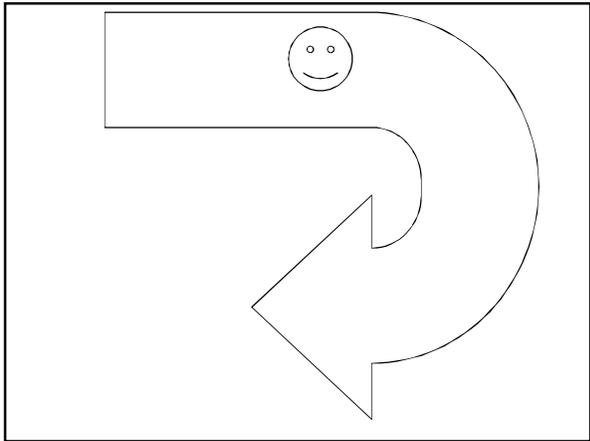


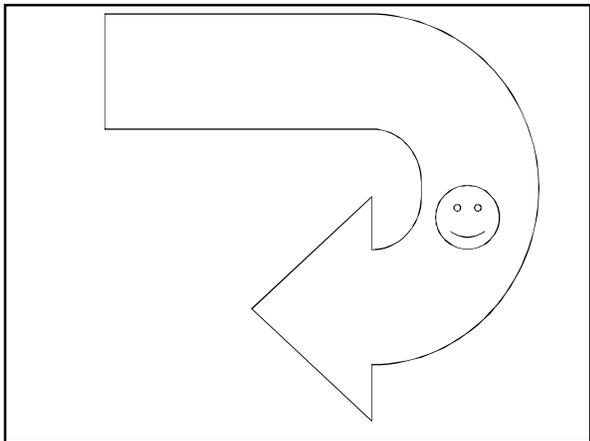
The Sales line

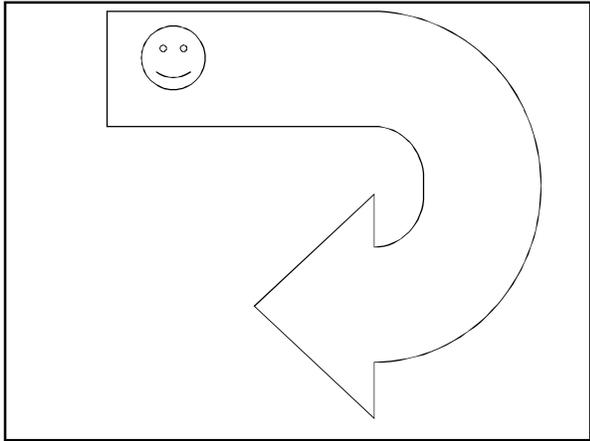


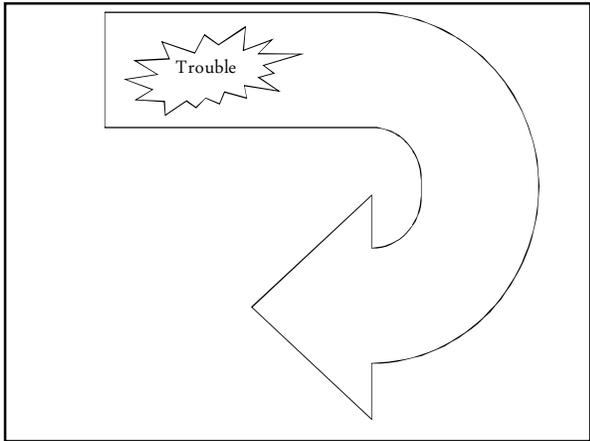













MGE management experts

**Communication &
Sales Seminar C**

*Based on the works of
L. Ron Hubbard*

Section VIIb:
The Four Steps of Selling

The Four Steps of Selling

By L. Ron Hubbard

1. Contact.

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The Four Steps of Selling

By L. Ron Hubbard

1. **Contact:** This is plain and simple. It just means making a personal contact with someone, whether you approach them or they approach you.

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The Four Steps of Selling

By L. Ron Hubbard

1. Contact.
2. Handle.

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The Four Steps of Selling

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2. **Handle:** If the person is wide open and reaching, this step can be omitted as there is nothing to handle.

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2. **Handle (continued):** *Handle* is to handle any attacks, antagonism, challenge or hostility that the individual might express towards you and/or _____.

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The Four Steps of Selling

By L. Ron Hubbard

1. **Contact.**
2. **Handle.**
3. **Salvage.**

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The Four Steps of Selling

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3. **Salvage:** Definition of salvage: "to save from ruin."

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3. **Salvage (Continued):** Before you can save someone from ruin, you must find out what their own personal ruin is. This is basically – What is ruining them? What is messing them up?

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3. **Salvage (Continued):** It must be a condition that is real to the individual as an unwanted condition, or one that can be made real to him.

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The Four Steps of Selling

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1. Contact.
2. Handle.
3. Salvage.
4. Bring to Understanding.

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4. **Bring to Understanding:** Once the person is aware of the ruin, you bring to understanding that ____ can handle the condition found in 3.

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4. **Bring to Understanding (Continued):** This is done by simply stating _____ can, or by using data to show how it can.

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