



Bridge Tactic

Logical Reasoning

1. Simplify

The biggest companies will not purchase software if the costs of training are high.



high cost → ~~big purchase~~

It is expensive to teach people to use software if memorization of commands is required.



memorize → high cost

Therefore, to be successful, software cannot require users to memorize commands.



successful → ~~memorize~~

2. Build the Bridge

A. Lay Out Conclusion
successful

~~memorize~~

B. Contrapositive (if needed)

high cost → ~~big purchase~~



big purchase → ~~high cost~~

memorize → high cost



~~high cost~~ → memorize

C. Build

successful

big purchase



~~high cost~~



~~memorize~~

3. Find the Gap

successful



big purchase



~~high cost~~



~~memorize~~

successful



big purchase



For software to be successful, the biggest companies must purchase it