

Gaining Cooperation. A New Book by Carl Van

International Insurance Institute recently announced the arrival of a new book by Carl Van entitled, *Gaining Cooperation: Some Simple Steps to Getting Customers to do What You Want Them to*.

Mr. Van's first book, *The 8 Characteristics of the Awesome Adjuster* has remained the number one selling claims book for the past five years and has sold internationally throughout the United States, Canada, Newfoundland, Guam, Singapore, France, Australia, England, Chile, Ireland, and 15 other countries.



This new book outlines the steps taught in the Negotiation Skills class as well as the Customer Service class which can help claims professionals gain cooperation from their customers and make their jobs easier.

Mr. Van develops the maxims that have become a staple in both programs such as:

CLAIMS MAXIM #1: People will consider your point of view; to the exact degree you have demonstrated you understand their point of view.

CLAIMS MAXIM #2: Great claims negotiators never argue with reasons; they argue the facts.

CLAIMS MAXIM #3: You never have to prove anyone wrong; you only have to prove yourself right.

The new book is available for purchase at www.InsuranceInstitute.com or www.ClaimsProfessionalBooks.com (see News Briefs for announcement on Claims Professional Books).

Claims Professional Books

International Insurance Institute has begun to develop and expand its offering of claims books designed especially for claims professionals.

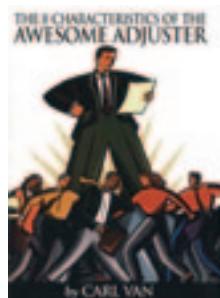
Claims Professional Books is a division of International Insurance Institute, Inc. and you can get there directly by going to www.ClaimsProfessionalBooks.com or by visiting www.InsuranceInstitute.com and clicking on the "Claims Books" button.

Current Books:

THE 8 CHARACTERISTICS OF THE AWESOME ADJUSTER

The #1 Selling Claims Book. Outlines the 8 Characteristics that make truly great claims people, and offers some practical advice on how to improve oneself. Written by Carl Van.

Released June 2005. \$39.95



GAINING COOPERATION: SOME SIMPLE STEPS TO GETTING CUSTOMERS TO DO WHAT YOU WANT THEM TO.

Provides some very simple yet powerful ways to gain cooperation from customers without threats or arguments. Three easy steps are outlined to getting customers to not only cooperate, but to agree it is the right thing to do. Written by Carl Van.

Released March 2011. \$19.95

Upcoming Books:

GAINING COOPERATION FOR WORKERS' COMP

Similar concepts as in the original book but with a workers' comp focus. Written by Debra Heinz and Carl Van.

Scheduled Release June 2011.

THE CLAIMS COOKBOOK: A CULINARY GUIDE TO JOB SATISFACTION

Yes, this is a real cookbook, but one wish some dishes only claims professionals can appreciate. The SUB-Rogation sandwich, Chicken TОРTELLINI, The DUI Daiquiri, Boston "Claim" Chowder, Claimant Crab Cakes, Attorney Red Beans and Lies, Delay Soufflé, So Sue Me Sushi and plenty of others. Written by Laura Wimsatt and Carl Van.



Scheduled Release July 2011. \$39.95

ATTITUDE, ABILITY AND THE 80/20 RULE

Makes the case that the people's performance is 80% their attitude, and only 20% the actually job ability. Numerous examples illustrate that with the right attitude, anyone can be an exceptional performer. Written by Carl Van.

Scheduled Release October 2011. \$19.95

