

# PROFESSIONALISM IN CLAIMS



Perhaps one of our most general soft-skill courses, Professionalism in claims is a full day workshop drawing upon a variety of some of our most popular soft skill classes. Topics include:

## BUSINESS WRITING

- Punctuation pointers
- Recognizing and eliminating clichés
- How to begin a business letter
- Professionalism in claims letters (review real letters)

## FILE DOCUMENTATION

- The importance of clear, concise and unambiguous file documentation

## INTERPERSONAL SKILLS

- Dealing with angry customers
- Saying things the right way (say this, not that)
- Avoid being careless
- Avoid being reckless
- Avoid being obnoxious

## CUSTOMER SERVICE

- The five standards of great claims organizations
- Knowing what customer service is

## TIME MANAGEMENT

- Setting priorities
- The working to-do list ■

# CLAIMS EDUCATION CONFERENCE

## COMBINES WITH

# THE SOCIETY OF CLAIM LAW ASSOCIATES CONFERENCE

Back in 2013, the Claims Education Conference presented by International Insurance Institute, Inc. joined forces with the Society of Claim Law Associates Conference presented by American Educational Institute, Inc.

For many years, the Claims Education Conference operated as a stand-alone conference offering soft skill training exclusively by the trainers at International Insurance Institute.

Since 1995, American Educational Institute has provided insightful technical and claims legal information to attendees of the annual SCLA Conference, which honors its new designees with a conferment ceremony.

In 2013, the SCLA Society and the Claims Education Conference decided to join forces at the very first combined, SLCA Claims Education Conference, in Scottsdale, AZ.

This year, it will be held at the Wyndham Resort in Orlando, Florida.

The good folks at the AEI present the claims technical programs, while III trainers present the soft skill subjects. This year's III trainers are Carl Van, Dave Vanderpan and Teresa Headrick. The soft skill subjects include:

- Interpersonal Skills: Say this, not that
- StrengthsFinder 2.0: Now discover your strengths
- Reducing Phone Call Volume
- Critical Thinking: Learning to think things through
- Motivating Myself and Others
- The Five Claims Negotiation Maxims ■

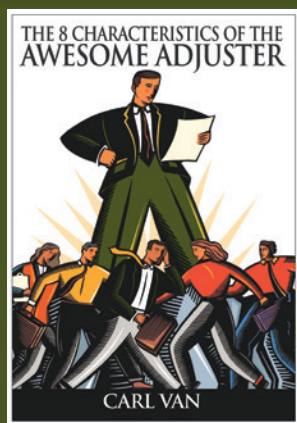
*The 2015 SCLA Claims Education Conference will take place at the Wyndham Grand Resort in Orlando, Florida. The Conference will take place November 5 – 7, 2015. For more information, visit [www.sclasociety.org](http://www.sclasociety.org).*

# CLAIMS PROFESSIONAL BOOKS

[www.ClaimsProfessionalBooks.com](http://www.ClaimsProfessionalBooks.com)

(A division of International Insurance Institute, Inc.)

International Insurance Institute offers a variety of publications that are sure to be an invaluable addition to any claims professional's tool box.



## THE 8 CHARACTERISTICS OF THE AWESOME ADJUSTER

The #1 Selling Claims Book for the past 6 years, selling internationally throughout the United States, Canada, Guam, Singapore, France, Australia, England, Chile, Ireland, and 15 other countries.

Outlines the 8 Characteristics that make truly great claims people, and offers some practical advice on how to improve oneself. Written by Carl Van. (Hardcover \$39.95; Paperback \$29.95; Kindle \$9.99)

## NEGOTIATION SKILLS

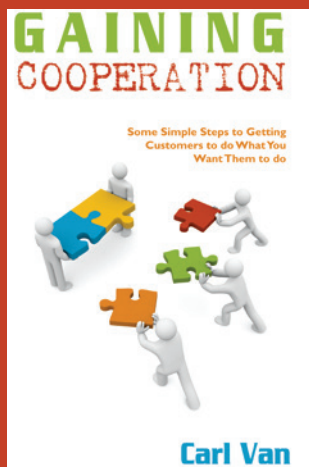
### FOR THE CLAIMS PROFESSIONAL

This is a straight forward, real-life approach to negotiations from the perspective of the claims professional. Short on complicated theory, and heavy on real-life situations, this book highlights many simple yet powerful approaches to negotiating with customers and even attorneys. Written by Carl Van and Teresa Headrick. (Paperback \$24.95; Kindle \$9.99)



## GAINING COOPERATION:

Some Simple Steps to Getting Customers to do What You Want Them to.

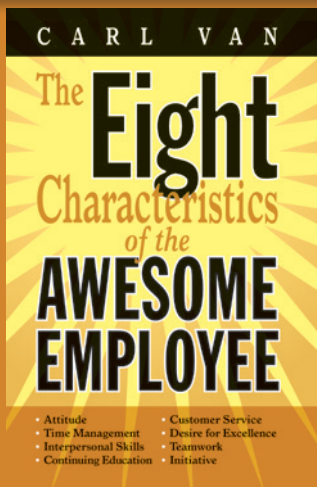


Sometimes customers don't cooperate because they are misinformed. Sometimes customers don't cooperate because they don't trust us. Sometimes customers don't cooperate because they received bad advice. Often the person who is trying to help the customer ends up either using the Cooperation Hammer ("If you don't do this, we can't help you") or just getting into an argument with the customer over the validity of their reasons for not cooperating.

Gaining Cooperation 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. (Paperback \$19.95; Kindle \$8.99)

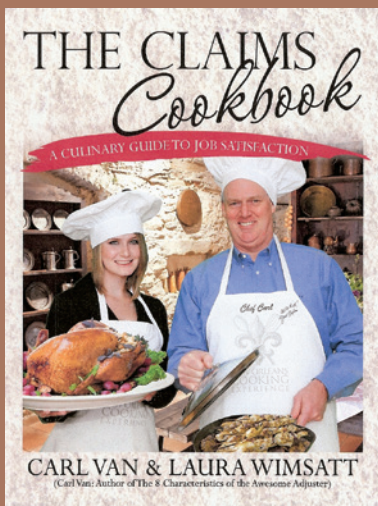
BOOKS AVAILABLE FOR PURCHASE AT

[www.InsuranceInstitute.com](http://www.InsuranceInstitute.com) or [www.ClaimsProfessionalBooks.com](http://www.ClaimsProfessionalBooks.com)



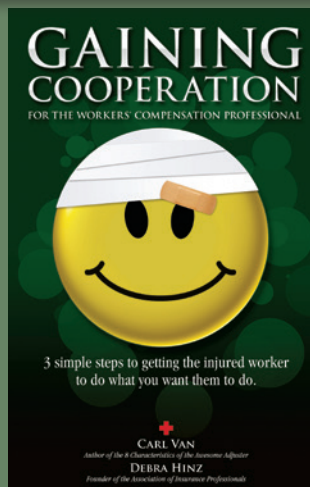
## THE EIGHT CHARACTERISTICS OF THE AWESOME EMPLOYEE

This book is an expanded version of The 8 Characteristics of the Awesome Adjuster. It is twice as long, includes more examples, and is written for the general public. It applies to employees at all levels. Released by Pelican Publishing Company, 2012. Available at [www.ClaimsProfessionalBooks.com](http://www.ClaimsProfessionalBooks.com) and [www.pelicanpub.com](http://www.pelicanpub.com) (Hardcover \$24.95. Kindle version \$9.99)



## THE CLAIMS COOKBOOK: A Culinary Guide to Job Satisfaction

Yes, this is a real cookbook, but one with some dishes only claims professionals can appreciate. The SUB-Rogation sandwich, Chicken TORTellini, 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. (Hardcover \$39.95)

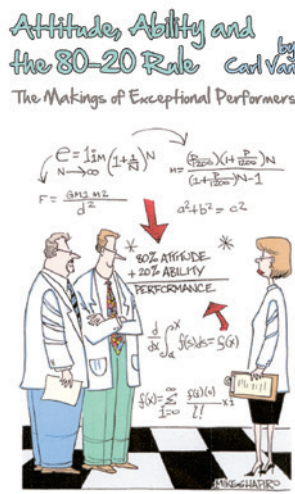


## GAINING COOPERATION FOR WORKERS' COMP PROFESSIONALS:

3 Easy Steps to Getting Injured Workers to do What You Want Them to do

When asked to finish this sentence, "My job would be so much easier if the injured worker would just...." most Workers' Comp people say "Cooperate". Even simple things like filling out a form, answering some questions, or sending in information can be examples where injured workers don't want to cooperate.

Based on the principles developed in the original Gaining Cooperation, this book is specific to the Workers' Comp industry. All examples are real-life situations faced in the Workers' Comp business. Written by Debra Hinz and Carl Van. (Paperback \$19.95; Kindle \$8.99)



## ATTITUDE, ABILITY AND THE 80/20 RULE: The Making of Exceptional Performers

Makes the case that the people's performance is 80% their attitude, and only 20% their actual job ability. Numerous examples illustrate that with the right attitude, anyone can be an exceptional performer. Written by Carl Van. (Paperback \$19.95; Kindle \$8.99)

BOOKS AVAILABLE FOR PURCHASE AT [www.InsuranceInstitute.com](http://www.InsuranceInstitute.com) or [www.ClaimsProfessionalBooks.com](http://www.ClaimsProfessionalBooks.com)

# CLAIMS EDUCATION CONFERENCE

presented by  
American Educational Institute, The Society of Claim Law Associates and  
International Insurance Institute *featuring Carl Van*



**ORLANDO, FLORIDA | NOVEMBER 5-7, 2015**



**WYNDHAM GRAND®**

Orlando Resort Bonnet Creek

## **CONFERENCE PROGRAM INCLUDES:**

Claims Law Seminars presented by leading industry and legal experts

Claims Skills Seminars presented by International Insurance Institute

Vendor Exhibition Hall

Networking Opportunities with other claims professionals

**DON'T HESITATE – REGISTER NOW!**

visit [www.sclasociety.org](http://www.sclasociety.org) or call 908-766-5920 for more details

# EARLY BIRD SAVINGS!

Save \$100 when you register by August 10<sup>th</sup>

## SESSIONS INCLUDE:

- Interpersonal Skills: Say This, Not That
- StrengthsFinder 2.0: Now Discover Your Strengths
- Reducing Phone Call Volume: The Top Five Reasons We Get Too Many Phone Calls in Claims and How to Deal With Them
- How to Reduce Exposure to Bad Faith Claims
- Critical Thinking: Learning to Think Things Through
- The Tender Trap: Tips and Strategies for Dealing With Tenders of Defense and Risk Transfer
- Claim File Management: Crafting Claim Files with Integrity
- Motivating Myself and Others
- Subrogating Against God: Turning Natural Disasters into Recoveries
- The Five Claims Negotiation Maxims
- How New Scientific Research and Technology Are Changing Our Understanding of Deception, and Impacting the Future of Insurance Fraud Investigation
- Adjuster Ethics



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## FOR MORE DETAILS:

For more details, including registration, fees, hotel information, full conference program, and a description of the educational seminars, visit [www.sclasociety.org](http://www.sclasociety.org) or call 908-766-5920.



Questions? Call us at 908-766-5920

# CLAIMS IS CUSTOMER SERVICE.

8 POWERFUL SKILLS TO  
IMPROVE CLAIMS  
CUSTOMER SERVICE  
AND MAKE THE  
CLAIMS JOB EASIER.



## EXCEPTIONAL CLAIMS

**Available on-line.**

**CUSTOMER SERVICE**

**Available NOW!**

**FREE Preview at [www.ClaimsEducationOnline.com](http://www.ClaimsEducationOnline.com)**

International Insurance Institute's flagship course is now available on-line.

**NO TEDIOUS READING. NOT A BORING SEMINAR. C.E. APPROVED!!**

This is the same course offered by International Insurance Institute and delivered to claims professionals all over the world.



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