

CLAIMS PROFESSIONAL BOOKS

FEATURE BOOK THIS ISSUE:

Gaining Cooperation: Some simple steps to getting customers to do what you want them to do

When asked to finish this sentence, “My job would be so much easier if the customer would just...” most people say “Cooperate.” Sometimes getting customers to cooperate can be a chore, even if it is better for them. Even simple things like filling out a form, answering some questions, or sending in information can be examples where customers don’t want to cooperate.

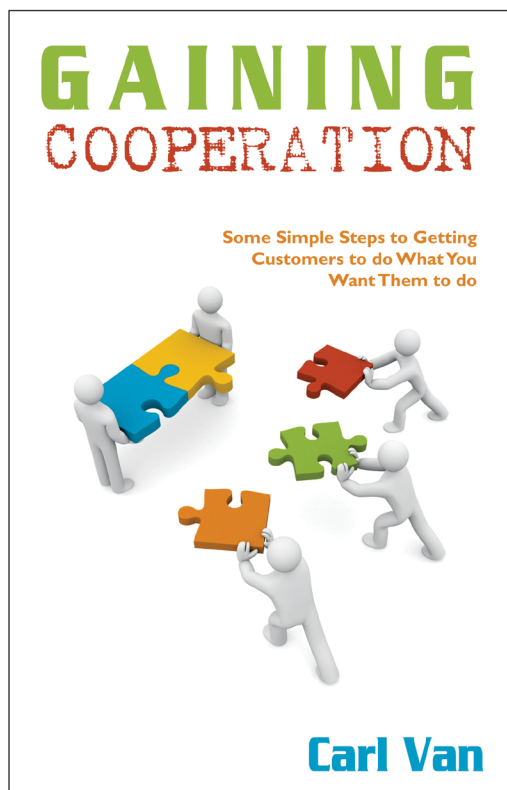
Sometimes customers don’t cooperate because they are misinformed. Sometimes customers don’t cooperate because they don’t trust us. Sometimes customers don’t cooperate because they received bad advice. Often the person who is trying to help the customer ends up either using the Cooperation Hammer (“If 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 lays out some simple steps to teach the reader how to best handle situations where customers do not want to cooperate. It relies heavily on the fact that we want to hold onto that customer and that if you can get a customer to agree to cooperate because it is the right thing to do, then that is better than getting the customer to give in.

Relying on some of the maxims Carl Van has developed that have become a staple in both the Negotiation and Customer Service programs, Mr. Van applies these concepts to getting customers to cooperate.

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

Maxim #2: Great negotiators never argue with reasons; they argue the facts.



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

The book takes the position that when you are trying to get a customer to cooperate; you are actually in the negotiation process. A process that you want to end with the customer cooperating, but also for them to feel that they were treated with respect by someone who is knowledgeable, and cares about trying to help them.

Written by Carl Van (Paperback \$19.95 available at www.ClaimsProfessionalBooks.com, www.Amazon.com, and other on-line book sellers; Kindle \$9.99)

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