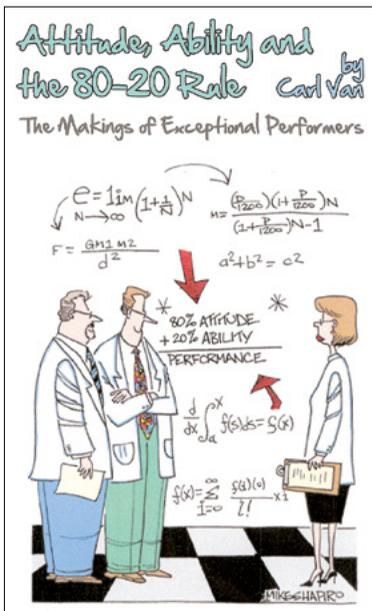


CLAIMS PROFESSIONAL BOOKS

FEATURE BOOK THIS ISSUE:

Attitude, Ability and the 80/20 Rule

The Makings of Exceptional Performers



Within this book Carl Van explores the connection between one's attitude toward their job responsibilities and one's ultimate performance.

He makes the case that a person's performance is 80% their attitude toward their job, and only 20% their technical skill level and knowledge.

Carl separates Performance Attitude from what is commonly thought; that having a good attitude is simply being "being happy all of the time."

Many real-life examples are provided where an individual's performance was either improved or diminished simply based on how they described their job. This is explored in detail in the area of customer service.

Attitude is separated into two main sections: Attitude is Performance; Attitude is Job Satisfaction. Both sections make the case that an individual's performance is more

closely linked to how they perceive and describe their job than what they know or what they can do.

Carl relies on years of observations, monitoring phone calls and conducting training sessions to draw his conclusions.

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

Visit www.ClaimsProfessionalBooks.com to view all of the books available:

- *The 8 Characteristics of the Awesome Adjuster*
- *Gaining Cooperation: Some simple steps to getting customers to do what you want them to do*
- *Gaining Cooperation for the Workers' Comp. Professional: 3 simple steps to getting the Injured Worker to do what you want them to do*
- *The Eight Characteristics of the Awesome Employee*
- *The Claims Cookbook: A Culinary Guide to Job Satisfaction*
- *Negotiation Skills for the Claims Professional*

NEW CUSTOMERS

KEVIN MCKENZIE - Arkansas Farm Bureau - Little Rock, AR

CORD FARRIS - Accident Fund - Lansing, MI

MICHELLE PIRACCI - Universal Property & Casualty - Ft. Lauderdale, FL

CORY HANCOX - CPCU Industry Day - Buena Park, CA

CHRIS GARLAND - Arizona Self - Insurers Association - Phoenix, AZ

PAUL BECKER - Hastings Mutual - Hastings, MI

PETE GELSINGER - American Mining - Birmingham, AL

BELKYS STALLINGS - Security First - Ormond Beach, FL

CORY SLAGLE - Alaska National - Irvine, CA