

**PRESENTED AT**

**The 2019 Car Crash Seminar:**

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## **Moving the Insurance Adjuster Needle:**

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## **Moving the Insurance Adjuster Needle:**

### **Question Presented:**

How do you 'Move the Insurance Adjuster Needle'?

In other words, how, in a series of carefully considered and calculated steps during negotiations do you move the adjuster's evaluation of the case in the direction of your evaluation of this case.

This is **NOT** a collection of 'Closing statements', 'Home Run Balls', 'Smoking Guns' or 'Slam Dunks' to close the case for the sum of money you are seeking. There is always a place for such Gems but they are often played too early in the negotiation process resulting in a slowing or even halting of progress toward settlement.

This **IS** a discussion of an approach that can be most effective in slowing a negotiation that is moving in the wrong direction, starting a stalled negotiation in the right direction, and once headed in the right direction, keeping the negotiation moving on track until the time arrives to 'Close the Deal'.

### **The Parties:**

Plaintiff:

Plaintiff's Counsel:

Defendant:

Defendant's Counsel:

### ***The Insurance Adjuster!!!***

Because we all deal in significant volume of cases and related workload, we can too easily allow ourselves to lump each of the aforementioned parties into convenient baskets labeled 'All the Same'.

The most significant parties to always see as unique are the plaintiff and the defendant. Identical fact patterns can produce strikingly different results before a jury simply because of the characteristics of the individuals.

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"Moving the Insurance Adjuster Needle"