

# Subrogation Workshops

Latitude Subrogation Services, the leader in recovery services for the insurance industry, and International Insurance Institute, the number one claims training company in the U.S. and Canada, have teamed up to design real-life, subrogation specific training for the subrogation industry.

## *Negotiation Skills for the Subrogation Professional*

During negotiations, people are usually so focused on the facts, they do not see that the driving force behind objections are emotional. This workshop provides tips on how to be persuasive and understand where the other person is coming from. The greatest tools of an expert negotiator are explained and practiced.

- Great Negotiators vs. Everyone Else
- The Five-Step Subrogation Negotiation Process
- The “Never Say” Words
- Three Critical Factors in Effective Subrogation Negotiation
- Effective Persuasion Techniques
- The Five Subrogation Negotiation Maxims
- Staying in Your Conversation
- Making an Opening Statement
- Developing a Subrogation Negotiation Strategy
- Maximizing Your Strengths (The “So-What” Test)
- Minimizing Your Weaknesses
- Negotiating with Attorneys
- Negotiation Games Others Play



For information about these workshops, contact Carl Van, President & CEO  
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## ***Real-Time Management for Subrogation***

This is a practical, full-day workshop, which includes real-life scenarios geared specifically toward the subrogation professional. Subrogation professionals use their own issues and barriers in problem-solving exercises to focus on result oriented activities. Attendees leave with some very practical methods of improving time management, which they can put into place right away.

- Eliminate work by focusing on those things that get worse with time and placing them as a priority
- Reduce phone calls by improving the telephone interactions to make sure the other person is listening and can remember what they were told
- Prioritize effectively by identifying those high impact items that keep you in the “20% time – 80% results” category
- Manage telephone interruptions by being proactive in planning phone calls and setting aside best times to make outgoing calls



## ***Interpersonal Skills for Subrogation Personnel***

Subrogation is about collection, of course, but it is also about interacting with insureds, agents, other carriers, etc. Good interpersonal skills are the key to gaining trust, and can also greatly assist in subrogation collection efforts.

- Three steps to gaining cooperation
- Building trust and managing relationships
- Delivering bad news with empathy and understanding
- Avoiding the “Claims Hammer”
- Five steps to gaining trust
- Positive attitude toward the customer
- Ending the “Question after Question” cycle
- Making the empathic connection
- Five steps to dealing with angry people
- Reducing anxiety



For information about opportunities to receive free training sponsored by Latitude Subrogation Services, contact Jon Coscia, President, CMO at 248-365-0069 or [jcoscia@latitudesubro.com](mailto:jcoscia@latitudesubro.com)