

Improve Your Settlement Bottom Line

...with these two negotiation tools

When our clients negotiate they do not *talk* about fairness. They *demonstrate* it by sharing...

- 1 - Arguments made to private trial jurors for both sides
- 2 - Comprehensive data showing the thoroughness of your analysis
- 3 - Lay people from the trial venue arguing the merits, compromising, and reaching a fair resolution.

This is principled negotiation. It is powerful.



Ampower Report



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CAUTION: This process generated many practical, objective insights into your juror dynamics. However, one opinionated juror can change everything. No reader of this Report should interpret this report as a crystal ball capable of predicting what will happen at a public trial of this case.

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A Video Settlement Brochure

- Mediation friendly (90 seconds)
- “Why this research was fair.”
- Key results summarized
- *Brutally candid juror comments*

Message: “We’re ready to win a trial, if we must.”

A Printed Settlement Report

- 180 pages (approx.)
- Every question, every juror answer, every juror note
- Sensitive findings can be removed

Message: “Our settlement numbers are realistic.”

NEGOTIATION PACKAGE PRICING: \$4,900*

*THESE TOOLS COST NOTHING, UNLESS THEY IMPROVE YOUR NEGOTIATION RESULT BY AT LEAST 20%.



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