

I've Never Seen Trial Attorneys This Aggressive!

Hey <<First Name>>,

If you've never had to stand in front of a judge or jury and represent your company because of an accident, let me give you a quick overview of what happens.

First, everyone starts out by knowing how the story ends. In fact, it's usually how the plaintiff's counsel begins their opening statements ... letting everyone know the person they are representing suffered a catastrophic loss of some type, or worse yet, someone died. The entire rest of the trial is spent looking back at how you handled the business.

As your business is put under a microscope, they're going to look at things like:

- Training Records
- Maintenance Records
- Repair Records

As each of those areas is examined, they're going to see if you followed your own policies with the hope they can prove you didn't. The plaintiff's counsel has one major goal they're working to accomplish...

They want to build a simple and powerful theme: Your company values PROFITS over SAFETY.

Because we live in a litigious society, where more and more people are suing a trucking company, even when the plaintiff was the one at fault for an accident, pretending your company will never be hit with a lawsuit isn't reasonable. What is reasonable is changing the way you prepare your team. The question is no longer, "What have I got to do to keep our company out of court?" The question now is:

When I stand before a judge, will I be on the winning side?

Any attorney will tell you that if you are doing your job correctly, treating people fairly, being consistent in the implementation of policies and procedures, and keeping proper documentation, the answer to that question is yes.

So how do you know that all of the i's are dotted and the t's are crossed for every single truck, driver, and employee at your company? How do you ensure you are able to provide your entire staff legal updates on a regular basis – so you know they are informed about what laws have changed and about the practices and procedures that might need to be looked at more carefully?

The answer is simple.

You need a comprehensive online training and communication system that will automate your training, gauge comprehension, and provide a way for you to quickly update your entire company on changes. And **you need a training company that cares about your performance as much as you do.**

I'd like to invite you to a free event we're hosting in April called Infnit-i Boot Camp. Over the course of two days at Infnit-i Boot Camp, you'll learn how to quickly make all of things I just wrote about happen. Plus, you'll learn how to create a system that works for you to train and communicate with your drivers, all while creating a paperless ironclad defense should your training get called into question by a plaintiff's attorney.

Within the last two weeks, we've had multiple trucking companies send us letters from their own counsel requesting their training records. After more than a decade providing online training for trucking companies, this is the first time we have ever seen this many requests for training records. Hence my opening statement: ***I've never seen trial lawyers this aggressive.***

The good news is the Infnit-i System made it easy to get those training records to their defense lawyers quickly.

And we can make it easy for you, too. We will make it easy for you to prove you not only took safety seriously, but you also trained all of your drivers ... even those 40-60% of drivers who never manage to make it in for your in-person safety meetings on Saturday mornings.

How? **Come to Infnit-i Boot Camp, and we'll share the secrets with you.**

If you're tired of stressing about all the things you may or may not be doing to protect your company from lawsuits, I'd like for you to imagine what it will be like to no longer stress. Then I'd like to teach you how to make that a reality. Dedicate two days to learning more about this at Infnit-i Boot Camp.

Call 855-627-3258 or visit www.Infnit-i.net/Safety to learn more and reserve your free seat.

Sincerely,



Jay Wommack
President & CEO
Vertical Alliance Group, Inc.

PS: One last thought. One of the worst things you can do is have a policy, have it in place, and not follow it. You give the plaintiff's attorney a rope to hang you in a court of law. At Infnit-i Boot Camp, you'll learn how to keep your company from being hanged by this in the courtroom. Call 855-627-3258 or visit www.Infnit-i.net/Safety to learn more.

4 BIG Reasons to Register for Infnit-i Boot Camp BEFORE Friday, March 31, 2017

1. **Free Airfare, Hotel, and Meals** for one person from your company to attend
2. **Free Safety Training Video** custom made for your company
3. **Free Cowboy Boot Flash Drive** filled with valuable resources
4. **Free Q&A Session with a Transportation Attorney** on safety and accident procedures

Select the Date That Works for You:

- April 4-5, 2017 Stockyards Hotel, Fort Worth, Texas
- April 18-19, 2017 Stockyards Hotel, Fort Worth, Texas
- April 20-21, 2017 Stockyards Hotel, Fort Worth, Texas

First Name: _____ Last Name: _____

Company Name: _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

Email: _____ Phone: _____

3 Easy Ways to Register Before Friday, March 31, 2017:

1. **FAX:** Fill out this form and fax it to 903-792-3707 (fax day or night, 7 days a week)
2. **PHONE:** Call Steve at 855-627-3258 (from 9:00 a.m. to 4:00 p.m. CST, Mon-Fri)
3. **ONLINE:** Visit www.Infnit-i.net/March2017 to enroll securely

"I came to the Vertical Alliance Boot Camp to try to bolster the safety department and bridge the gap in communication between shops, maintenance, operations, and the drivers. You can be as compliant as you can be, but if you don't follow along with the documentation part, it means absolutely nothing in the court of law. Vertical Alliance goes out of their way to put on a good show for everyone. It's definitely more than what I envisioned it would be."

Paul Johnson
Fleet Safety Manager
Moore Freight Service



8 Professional Development Credits



2 Recertification Points



0.8 CEU Points