



Pozner on Cross®: Pre-Trial Preparation for Cross-Examination

featuring Larry Pozner



Pozner on Cross lectures are different.

Winning crosses employ sophisticated methods of preparation and delivery.

It's not your strong opening statement, your skillful direct, how many of your impassioned objections the judge sustains, or your confident demeanor. It's not even how you tie your theory of the case together with a dazzling closing statement.

What wins your trial is effective pre-trial preparation for your cross.

Your success at trial is reliant on the effectiveness of your cross-examination. This seminar does more than preach. It teaches how to become great at cross-examination through the physical and mental preparation of our chapters of cross-examination.

In this completely new 4-hour training program, Larry Pozner will give you the skills needed to prepare for your cross before trial, and win. As you easily learn his techniques, you will become a much more impactful cross-examiner in all your future cases — regardless of the allegation.

Cross-examination is the single most important element of a trial well-conducted. When you learn to do it right, Larry Pozner says, you accomplish four critical goals: (1) you amp up the witness's voice to relate each fact of your story to the jury; (2) you break that story down into clear,

veridical "chapters" — factual building blocks that trigger and channel jury cognitions; (3) you construct logical, semantic links between your opening and closing — links necessary for the jury to resonate with your theory of the case; and (4) you use witness emotion — like anxiety — to reconstruct fading memories, compel honesty, eliminate distortions, close down paths to irrational outcomes, and empower your jury to reach a clear decision.

USE THE CHAPTER METHOD® TO WIN!

Pozner's techniques can be used on any kind of witness, in any type of criminal case! Learn it just once, and you can use it with spectacular results for the rest of your career.

About Larry Pozner:

Seldom can we say a speaker "wrote the book" on a subject. And rarely does a single book change a profession. For Larry Pozner, both are accurate. Pozner introduced the Chapter Method of Cross-Examination in 1993 in his book **Cross-Examination: Science and Techniques** (Lexis 3rd edition, Pozner and Dodd.) It soon became the bible for lawyers intent on winning through cross-examination.

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