



KERSHAW | CUTTER | & RATINOFF | LLP

Sacramento Personal Injury Lawyers Brooks Cutter and Eric Ratinoff Teach at Course titled “Discovering the Client’s Story” at a California Seminar

Trial lawyers Brooks Cutter and Eric Ratinoff share trial techniques with other attorneys at a Gerry Spence Trial Lawyers College regional seminar.

Partners at [Sacramento Personal Injury](#) and Class Action law firm, Kershaw, Cutter & Ratinoff, [Brooks Cutter](#) and [Eric Ratinoff](#) will share trial techniques with students at the Gerry Spence Trial Lawyers College California Regional Seminar this weekend in Cambria, California. The two recently obtained what is considered Sacramento County’s [largest medical malpractice jury verdict](#), a [\\$7.6 million dollar victory](#) on behalf of a young woman who was rendered paraplegic after her radiologist failed to diagnose a tumor on her spine.

“As lawyers, we understand the justice system. But sometimes we need to shed the lawyer cloak to understand our clients,” remarks Eric Ratinoff. “If we can’t relate to our clients on a human level, we will never be able to convince a jury of their peers that their story is real and worthy of remuneration.”

The Gerry Spence Trial Lawyers College is known for the psychodramatic techniques it employs to help trial lawyers go deeper within their own psyches in order to take their practice to a higher level. Both graduates of the college, Cutter and Ratinoff are now faculty teachers, happy to share their insight and how they’ve applied TLC techniques in their own practice.

“As trial lawyers, it’s important that we share what we’ve learned,” says Brooks Cutter. “We all have the same goal of obtaining justice for injured people, and the more open we can be about what makes us better lawyers, the better we will serve our injured clients.”

The California Regional Seminar “Discovering the Story” will be held at the Cambria Pines Lodge in Cambria, California on Thursday, January 26, to Sunday, January 29. Registration is open to trial lawyers on Thursday, January 26, from 3-6pm.