

Command Spanish® Program Data Sheet
for
Spanish for Automobile Sales and Service

Materials Description and Content: *Spanish for Automobile Sales and Service* (SASS) is published by Command Spanish®, Inc. and consists of a 60-page spiral-bound manual and an accompanying CD. In addition to a special section devoted to pronunciation, SASS contains the following work-specific language sections: Greetings and Goodbyes; Etiquette and Social Niceties; Communication Strategies; Numbers; Sales; Trade-Ins; Tax, Title, and Tags; Insurance; Payment Issues; General Paperwork; Financial Information; Parts; Service; At the Cash Register; and Methods of Payment. SASS also contains the following appendices: Announcing Currency; Commas and Decimals; Spanish Surname System; Dates; Glossary; and Signs.

Program Description: This is a comprehensive Spanish language program that provides immediate access to functional language skills for non-Spanish-speaking sales representatives and service technicians. The language component utilizes phonetic encoding to address the most important Spanish commands, questions, and phrases pertinent to daily interactions. **No prior knowledge of Spanish necessary.**

Goal: To provide non-Spanish-speaking sales representatives and service technicians with specific Spanish language skills so that they will be able to better assist their Spanish-speaking customers and clients with routine auto sales transactions, parts purchases, and service issues--thereby promoting better customer relations.

Objectives: Upon completion, participants will be able to use Spanish to: greet customers and clients; express and receive dollar amounts; acquire basic sales and financial information from a customer; list the features of an automobile; provide customers with basic information regarding automobile insurance, tax, title, and tag; assist customers with the purchase of an automobile, parts, and services; provide payment information; and conduct routine tasks.

Methods of Instruction: Modeling, intensive drill, choral response, alpha-beta line, learning pairs and triads, Total Physical Response, role-playing, simulations, and situation cards.

Cross-Cultural Component: Optional 1 – 2 hours based on *Spanish-Speakers and You*.

Intended Audience: This is intended for non-Spanish-speaking employees of new or used automobile dealerships, parts stores, and repairs and service establishments who may come into contact with Spanish-speaking customers and clientele.

Length of Instruction: 8 to 16 hours, depending on client's needs and interests.

Special Considerations: None.

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