

**Command Spanish® Program Data Sheet**  
for  
*Spanish for Retail Sales*

**Materials Description and Content:** *Spanish for Retail Sales* (SRS) is published by Command Spanish®, Inc. and consists of a 45-page spiral-bound manual and an accompanying CD. In addition to a special section devoted to pronunciation, SRS contains the following work-specific language sections: Holiday and Special Greetings; Etiquette and Social Niceties; At the Cash Register; Methods of Payment; Cashing Checks; Gas Station and Convenience Stores; Grocery Stores and Other Retail Stores; Assisting the Customer on the Floor; Fitting Rooms; Exchanges and Refunds; Sale of Alcohol and Tobacco; Sale of Money Orders; Wiring Money; and Security Issues. SRS also contains the following appendices: Spanish Surname System; Use of Commas and Decimals; Expressing Dollars and Cents; Dates; Retail Glossaries; and Signs.

**Program Description:** This is a comprehensive Spanish language program that provides immediate access to functional language skills for non-Spanish-speaking employees. 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 retail employees with specific Spanish language skills so that they will be able to better assist their Spanish-speaking customers and clients with routine sales transactions, exchanges, and refunds--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; cash checks; make welfare card withdrawals; assist customers with the purchase of groceries, convenience store items, gas, alcohol, and/or tobacco; help the customer on the floor; sell money orders, wire money, and conduct routine security 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:** None.

**Intended Audience:** This is intended for non-Spanish-speaking employees of grocery stores, gas stations, convenience stores, department and discount stores, and other retail stores 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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**There is**  
**NO**  
**Contributor List**  
**available**  
**for**  
**this**  
**program.**