

Command Spanish® Program Data Sheet
for
Spanish for Car Insurance Agents

Materials Description and Content: *Spanish for Car Insurance Agents (Car)* is published by Command Spanish®, Inc. Consumer Division and consists of a 76 page perfect-bound manual with two accompanying audio CDs. It was authored in consultation with car insurance agents. In addition to a special section devoted to pronunciation, *Car* contains the following work-specific language sections: Greetings and Goodbyes; Etiquette and Social Niceties; Communication Strategies; Numbers; Front Desk and Introductions; and “Agent Talk” for the following situations: First Time Insured, Renewal or Change of Policy, Driver Information, Vehicle Information, Driving Records and History, Explanation of Coverage, Approval or Denial of Insurance, and Claims. *Car* also contains the following appendices: Cultural Notes; Spanish Alphabet; Announcing Dates and Times, the Spanish Surname System, and Glossaries for Vehicle Parts, Colors, and Traffic Violations. The book also provides a reproducible Insurance Features Checklist.

Program Description: This program is designed to provide non-Spanish-speaking car insurance agents with functional skills in Spanish. The program utilizes phonetic encoding to address the most important Spanish commands, questions, and phrases critical to working with Spanish-speaking car insurance applicants. **No prior knowledge of Spanish is necessary.**

Goal: To prepare non-Spanish-speaking car insurance agents, and others involved in the car insurance claims process to use Spanish language skills to enhance their ability to work professionally with their Spanish-speaking clients.

Objectives: Upon completion, participants will be able to use Spanish to do some or all of the following: welcome and receive potential applicants; discuss car insurance issues; explain types of coverages; collect information about drivers and their vehicles; determine the driver’s qualifications; and assist the client in choosing the appropriate coverage.

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 program is intended for car insurance agents and any others involved in the car insurance business.

Length of Instruction: 12-30 hours.

CEUs Available: 1 – 2.5

Special Considerations: None