



# Business Spanish Training

Arial International's "Business Spanish" training and certification programs are designed for bilingual professionals in who service U.S. Hispanic customers in marketing, sales, branches, contact centers, credit, collections, customer care and retention. We train and certify bilingual representatives to ensure they are proficient in Business Spanish verbal communication, reading and/or writing skills providing companies objective, tangible information to pay bilingual pay differentials.

Our training content is available in the following formats:

- ◆ Instructor led training (ILT)
- ◆ Train-the-Trainer (TTT)
- ◆ E-learning
- ◆ Webinars (WBT)

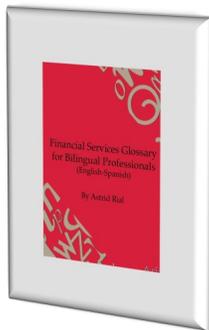
## Contact us

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## ABOUT ARIAL INTERNATIONAL

*More than 35,000 professionals have successfully completed our training programs. Our clients count on our 25 years of experience evaluating and improving business communication in English and Spanish. Ariel International, a global multicultural, multilingual consulting, training and services firm, serves clients in the US Hispanic market and Latin America. Since 1992 Ariel International has been the innovative leader in the design and delivery of "Business Spanish" services including language proficiency assessments, translations and bilingual training tailored for companies who target and retain US Hispanic customers.*

Our instructor-led, Train-the-Trainer and e-Learning seminars focus on improving verbal and written communication and comprehension proficiency of heritage learners in real-world business settings.

## KEY SUCCESS FACTORS

1. **ILT TRAINING CONTENT** is delivered by highly qualified, fully bilingual instructors who are able to communicate verbally, read and write fluently in English and Spanish and have hands-on business experience working and delivering training in the U.S. and many different Spanish-speaking countries.
2. **BILINGUAL TRAINING CONTENT** in English and Spanish is specially designed for heritage learners who demonstrate a proficient command of verbal communication abilities in Spanish, but who may have limited literacy in reading and writing in Spanish.
3. **LEARNER PARTICIPATION** and interaction.

**Arial**  
International

## 20+ Business Spanish Seminars

BUSINESS SPANISH SEMINARS	BRIEF DESCRIPTION
<b>CUSTOMER SERVICE</b>	<b>Module I:</b> Business vocabulary and applying customer service communication skills in Spanish
<b>Advanced Skills in Customer Service</b>	<b>Modules II-III:</b> Advanced business vocabulary and terminology to facilitate customer service conversations with customers in Spanish, navigating the Internet, diffusing difficult customer interactions, etc.
<b>CUSTOMER RETENTION</b>	<b>Module I:</b> Business vocabulary and applying customer retention and cross-selling skills in Spanish
<b>Advanced Skills in Customer Retention</b>	<b>Modules II-III:</b> Advanced business vocabulary and terminology to facilitate customer retention and cross-selling conversations with customers in Spanish
<b>COLLECTIONS</b>	<b>Module I:</b> Financial services vocabulary and applying collection call model techniques in Spanish
<b>Advanced Skills in Collections</b>	<b>Modules II-IV:</b> Advanced vocabulary and terminology to facilitate conversations with collections customers in Spanish, collection negotiation skills, difficult customer interactions, etc.
<b>SPANISH STRENGTH TRAINING</b>	<b>Modules I-II:</b> Review of basic business vocabulary, grammar rules, syntax, verb conjugation, etc. for communicating with Spanish-speaking customers.
<b>BUSINESS WRITING</b>	<b>Modules I-II:</b> Translation, editing and proofreading in Spanish and/or English for bilingual professionals
<b>Business Spanish for Supervisors and Managers</b>	<b>Modules I-II:</b> Financial services glossary, skills for Spanish-language quality monitoring, support in reading and writing in Spanish
<b>Refresher Workshops</b>	Up-training, cross-training and review sessions
<b>Hispanic Cultural Awareness Workshops and Seminars</b>	<b>Module I:</b> Increase employees' awareness and understanding of the Hispanic culture for those who interact with Spanish speaking customers during the course of their responsibilities.

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