

To whom it may concern,

One of your employees has purchased, or is thinking about purchasing, one of our RETAIL SPANISH™ programs. RETAIL SPANISH™ is a self-paced, home-study program designed to provide pharmacists, pharmacy technicians and store management the tools they need to learn the basics of the Spanish language for the ultimate in customer service and effective patient counseling.

With the Hispanic population exploding in recent years, this program can provide a unique opportunity to motivated pharmacists, technicians, and store management. As everyone knows, customers shop where they feel most comfortable, and what could be more comforting than knowing that one of your staff members is learning Spanish for the sole purpose of helping their Hispanic customers and their families. This program may not be for every store or every employee, but for those who have the will and desire to learn Spanish to help their customers, this program is perfect.

RETAIL SPANISH™ was written and designed by pharmacists, store managers and native Spanish speakers specifically for pharmacists and retail pharmacy personnel. It is simple, basic and deals with all of the unique issues encountered by both pharmacists and store managers. The book itself may even be printed and stored in the pharmacy as a handy reference for other members of the pharmacy and store staff.

Like any foreign language, this program requires much time and dedication to be mastered. If a pharmacist or other staff member is willing to spend his or her own spare time mastering this program for the good of the customer and store, then is it fair that he or she should also have to pay for it out of his or her own pocket? The cost of this program is quite reasonable (\$49.00 - hard copy / \$37.00 - eBook), especially when compared to the cost (and wasted time) of Spanish classes that are not even geared toward pharmacy. The benefits of a program such as this can be quite substantial. By utilizing the Spanish they learn from this program, pharmacists can attract new customers, retain old ones, conform to OBRA laws by offering to counsel and by counseling in a way that is understood by the patient, and project a professionalism to others that is of incalculable value.

I am therefore asking you to consider reimbursing your employees for the purchase of our product.

Thank you,  
Gregory Cianfarani R.Ph.

