

¡VAMOS DE COMPRAS!

Regateo y demostrativos en el Mercado de Pulgas
(Haggling & Demonstratives at the Flea Market)

Pro-tip:

Today we are traveling to a Latin American street market. Get your bargaining skills ready!

Nuestra Misión

(Our Mission)



Vocabulario del mercado

Essential market vocabulary.



Los demostrativos

Pointing things out (este, ese, aquel).



El arte del regateo

The cultural art of haggling.

El vocabulario esencial

(Essential Vocabulary)

El mercado
(The market)

El puesto
(The stall)

La vendedora
(The vendor)

El cliente
(The customer
- You!)

**El dinero
en efectivo**
(Cash)

Barato
(Cheap)



Caro
(Expensive)

BEBAS NEUE

La Distancia

(The Spanish Concept of Space)



Pro-tip: In English, we use “this” and “that”. In Spanish, we have **THREE** distances to point things out! This is the secret to sounding like a native.

Señalar objetos

(Pointing at things)

Aquí



Este sombrero (Masculine)
Esta camisa (Feminine)

This

Ahí



Ese jarrón (Masculine)
Esa pulsera (Feminine)

That

Allí



Aquel cuadro (Masculine)
Aquella máscara (Feminine)

That one
over there

LA REGLA DE ORO

(THE GOLDEN RULE)

	MASCULINO	FEMENINO
AQUÍ (CLOSE)	Este / Estos	Esta / Estas
AHÍ (MEDIUM)	Ese / Esos	Esa / Esas
ALLÍ (FAR)	Aquel / Aquellos	Aquella / Aquellas

Notice the pattern?
Masculine ends in **-e** or **-os**.
Feminine ends in **-a** or **-as**!

¡A PRACTICAR!

(Let's practice)



1. _____ libro (aquí).
(Este)



2. _____ zapatos (ahí).
(Esos)



3. _____ mesa (allí).
(Aquella)

*Respuestas aparecen al hacer clic.
(Answers appear on click).*

PREGUNTAR EL PRECIO

(Asking the price)

The Textbook Way

¿Cuánto cuesta?

(How much does it cost?)

The Street-Smart Way

¿Cuánto sale?

(How much does it go for?)

Locals in Latin America often say '**¿Cuánto sale?**' instead of '**cuesta**'. It sounds more casual and shows the vendor you are savvy and ready to make a deal!

EL ARTE DEL REGATEO

(The Art of Haggling)



Regatear is the deep-rooted tradition of negotiating a price. In Latin American markets, it is a friendly game and a form of social interaction!

- Rule 1:** Never accept the first price.
- Rule 2:** Always be polite, smile, and treat the vendor with respect.
- Rule 3:** If you can't agree, it's okay to walk away.

TU TURNO: EL CLIENTE

(Your turn: The Buyer)



¡ES MUY CARO!

(It's very expensive! Use this to react to the first price).

¿CUÁNTO ES LO MENOS?

(What's your lowest price?
The magic phrase of Latin America).

¿EN CUÁNTO ME LO DEJA?

(How much will you let it go for?
A polite way to ask for a deal).

ESCUCHA BIEN: EL VENDEDOR

(Listen closely: The Vendor)

ES DE BUENA CALIDAD.

It's good quality. (They will defend their product!)

ES MI ÚLTIMA OFERTA.

It's my last offer. (The lowest they are willing to go).

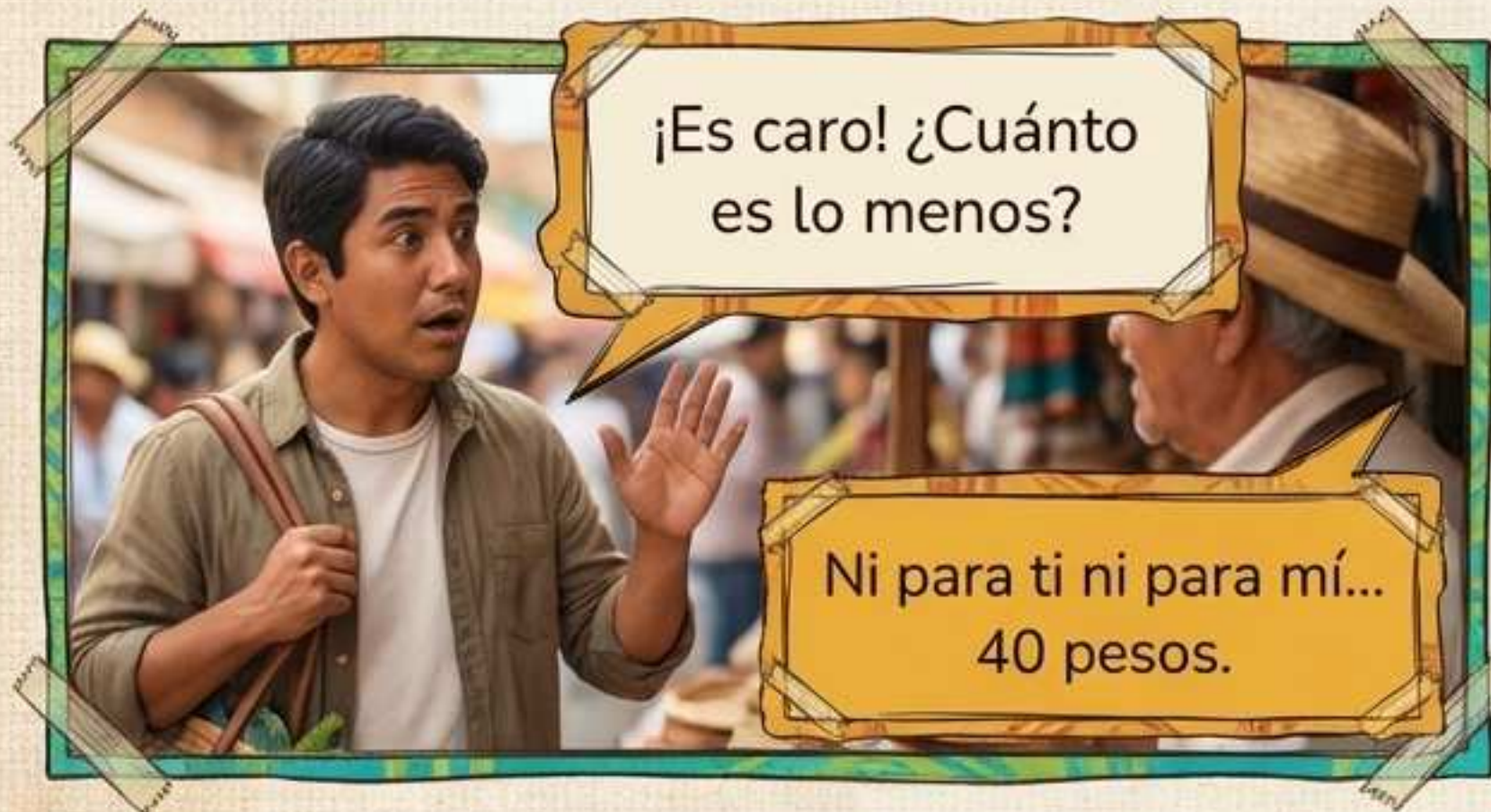
NI PARA TI NI PARA MÍ.

Meet me in the middle / Neither for you nor for me.
(A classic phrase for finding a fair compromise).



¡ACCIÓN!

(The Dialogue)



¡TU TURNO!

(Roleplay)

You are buying an item from this table.

1. Use a demonstrative (este/ese/aquel).
2. Ask the price (¿Cuánto sale?).
3. Haggle using your new phrases!



250 pesos



150 pesos



100 pesos

Teacher: Play the vendor. Give a high price first so they have to use "¿Cuánto es lo menos?"

TU GUÍA DE SUPERVIVENCIA

(Your Survival Guide)

GRAMMAR BOX

Demonstrative Matrix

Aquí: este / esta

Ahí: ese / esa

Allí: aquel / aquella

PHRASES BOX

- 1. ¿Cuánto sale?**
- 2. ¡Es muy caro!**
- 3. ¿Cuánto es lo menos?**

Take a screenshot of this slide for your next trip to a Latin American market!