

Business Phrases (1/2)

Phrase	Definition
ASAP	(As Soon As Possible)
Back to the drawing board	to start again from the beginning after a plan has failed
Ballpark figure	a rough numerical estimate
Bottom line	the final outcome or result; the most important point
Brainstorming	a group discussion to generate ideas or solve problems
By the book	following established rules or procedures
Cash cow	a business/product that makes a large and consistent income
Cutting-edge	innovative or advanced
Downsizing	reducing the number of employees to cut costs
Get down to business	to focus on the matter at hand
Go the extra mile	to make an extra effort to achieve a goal
In the black	being profitable or financially stable
In the red	experiencing financial loss or debt
Keep your eye on the ball	to stay focused and attentive
Leverage	using something to maximize advantage

Business Phrases (2/2)

Phrase	Definition
Out of the loop	not informed or involved in a situation
Put all your eggs in one basket	to rely on a single opportunity or investment for success
ROI	(Return On Investment) – the financial gain from an investment relative to its cost
Seal the deal	to finalize or secure an agreement
Sink or swim	to face a situation in which success or failure is determined by one's own efforts
Stay ahead of the curve	to be at the forefront of a trend or development
Synergy	the combined effect of multiple factors working together to produce a greater outcome
Take it to the next level	to progress or improve beyond the current stage
The big picture	an overall or long-term perspective on a situation
The bottom has fallen out of the market	when the demand for a product or service suddenly decreases
Think outside the box	to approach a problem or situation with creativity and originality
To corner the market	to dominate a particular market segment or industry
Touch base	to make contact or check in with someone, often to update or discuss a matter
Win-win situation	a scenario in which all parties involved benefit
Word of mouth	information that spreads through communication between people