

Business learners say:



Successful business people say:



Money

Choose the correct term: REVENUE/COSTS/PROFIT/CASH FLOW/

Waste of time/lose money

Time could be spent more effectively.....

Waste of money/lose money

This will increase costs (and reduce profits)

Try and be specific about costs – labour/recruitment/advertising

They will make more money

This will generate more revenue/sales

This is risky

This may lead to....Although there is a chance of failure the benefits will be.....

This is a high risk strategy

*Remember **EVERY BUSINESS DECISION IS A RISK** – you have to decide which decision will lead to greatest benefit or greatest chance of success*

The advantages are more than the disadvantages

Although _____ he/she should _____ as this will lead to _____

Guaranteed success

This will increase the probability of success/more likely to be successful (success is never guaranteed in the world of Cambridge business)