

Business Phrasebook



CAMBRIDGE
BUSINESS ESSENTIALS



Business learners
say:

"Money"



"Waste of time/
lose money"



"Waste of money/
lose money"



"They will make more
money"



"This is risky"



"The advantages are more
than the disadvantages"



"Guaranteed success"



Successful business
people say:

Choose the correct term:
"REVENUE", "COSTS", "PROFIT", "CASH
FLOW"



"Time could be spent more
effectively....."



"This will INCREASE COSTS" (or
"REDUCE PROFITS")

Try and be specific about
costs-labour costs, recruitment
costs, marketing costs



"This will generate more
revenue/sales"



"This is a high-risk strategy"
"Although there is a chance of failure
the benefits will be...."

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



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



"This will increase the probability of
success/more likely to be successful"

Success is never guaranteed in the
world of Cambridge business

