

High Frequency Business English Vocabulary



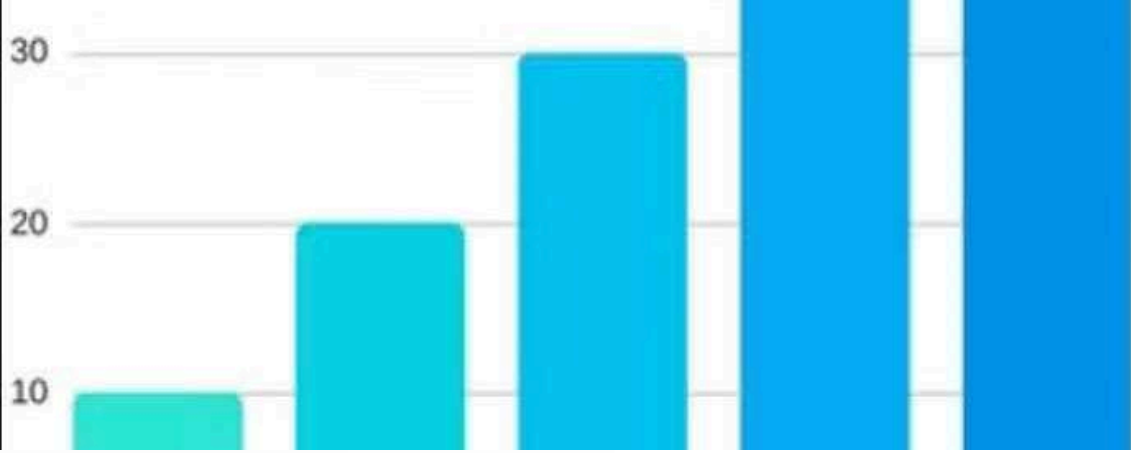
Warm-Up Conversational Questions:

How important is effective communication in the business world?

Have you encountered challenges understanding business English terms? How did you overcome them?

Can you share an experience where using appropriate business vocabulary made a positive impact?



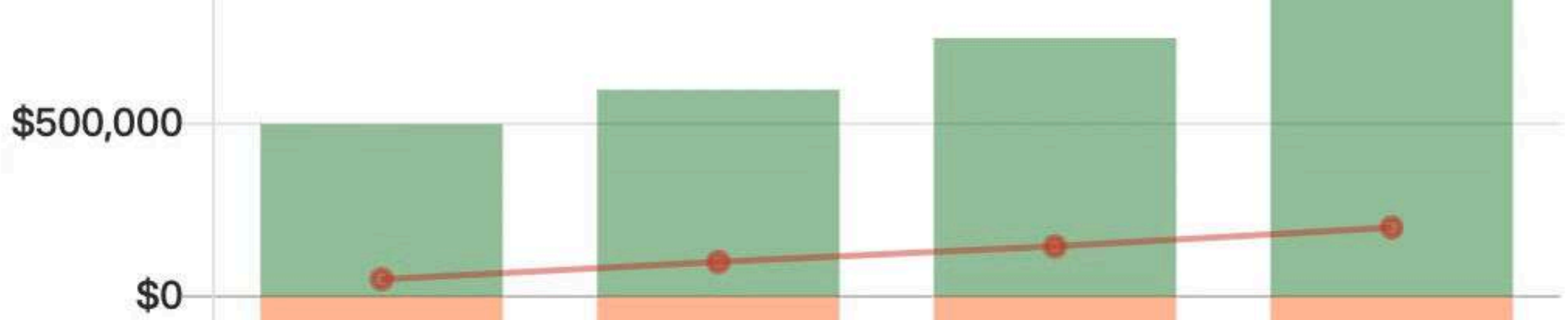


Profit

The financial gain obtained from a business venture.

- 1 How do businesses measure their profit margins?
- 2 What strategies can companies use to maximize their profits?
- 3 Can you discuss the importance of profitability in business sustainability?

Sub Vocabulary: revenue, income, financial performance.



Revenue

The total income generated by a business before expenses.

- 1 How do businesses track their revenue streams?
- 2 What factors can impact a company's revenue growth?
- 3 Can you explain why revenue is a key metric for business success?

Sub Vocabulary: sales, earnings, turnover.

Sales

The exchange of goods or services for money.

1

What techniques do salespeople use to close deals?

2

How do companies track their sales performance?

3

Can you describe the sales process in your industry?

Sub Vocabulary: transactions, purchases, deals.



Marketing

The process of promoting and selling products or services.

- 1 What are the main objectives of a marketing campaign?
- 2 How has digital marketing transformed traditional advertising methods?
- 3 Can you provide examples of successful marketing strategies?

Sub Vocabulary: advertising, branding, promotion.

THE MARKETING MIX



Budget

A financial plan specifying how money will be allocated for specific purposes.

- 1 Why is it important for businesses to create and adhere to budgets?
- 2 How do companies prioritize their spending within budget constraints?
- 3 Can you discuss the consequences of exceeding budget limits?

Sub Vocabulary: expenses, allocations, financial planning.



Strategy

A plan of action designed to achieve a long-term goal.

- 1 — How do businesses develop their strategic plans?
- 2 — What role does strategic thinking play in decision-making processes?
- 3 — Can you provide examples of successful business strategies in different industries?

Sub Vocabulary: planning, tactics, objectives.



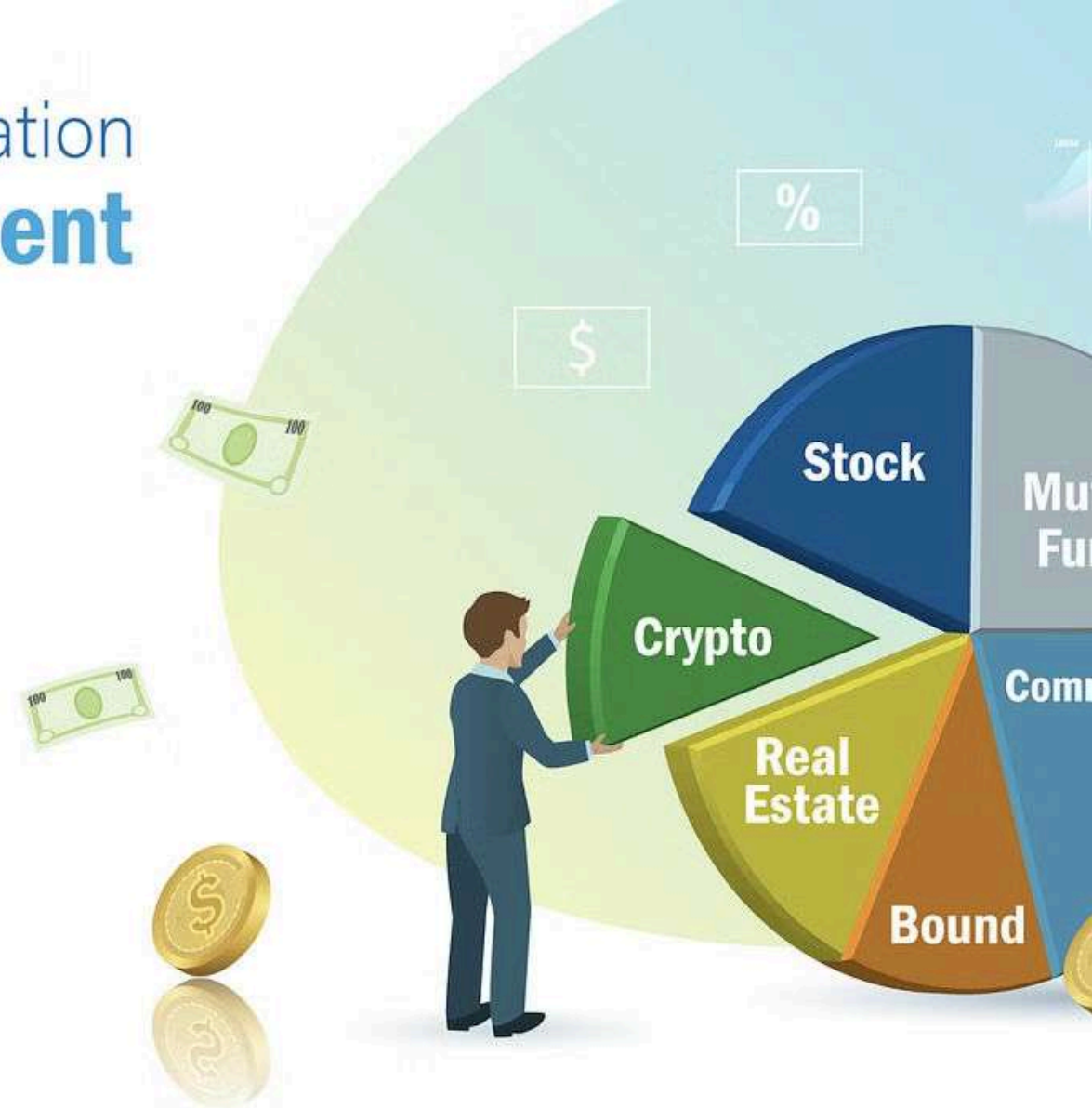
Investment

The allocation of resources with the expectation of generating future income or profit.

- 1 What types of investments do businesses typically make?
- 2 How do companies evaluate the potential return on investment?
- 3 Can you discuss the risks and benefits associated with investment decisions?

Sub Vocabulary: capital, funding, asset allocation.

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Customer

An individual or organization that purchases goods or services from a business.

1 How important are customers to the success of a business?

1 What strategies do businesses use to attract and retain customers?

1 Can you share an example of a positive customer experience?

Sub Vocabulary: clientele, consumers, patrons.

Client

A person or organization that uses the services or advice of a professional or business.

- 1 How do businesses differentiate between customers and clients?
- 2 What approaches do companies use to build strong client relationships?
- 3 Can you discuss the significance of client satisfaction in business?

Sub Vocabulary: customer base, clientele, patrons.





Product

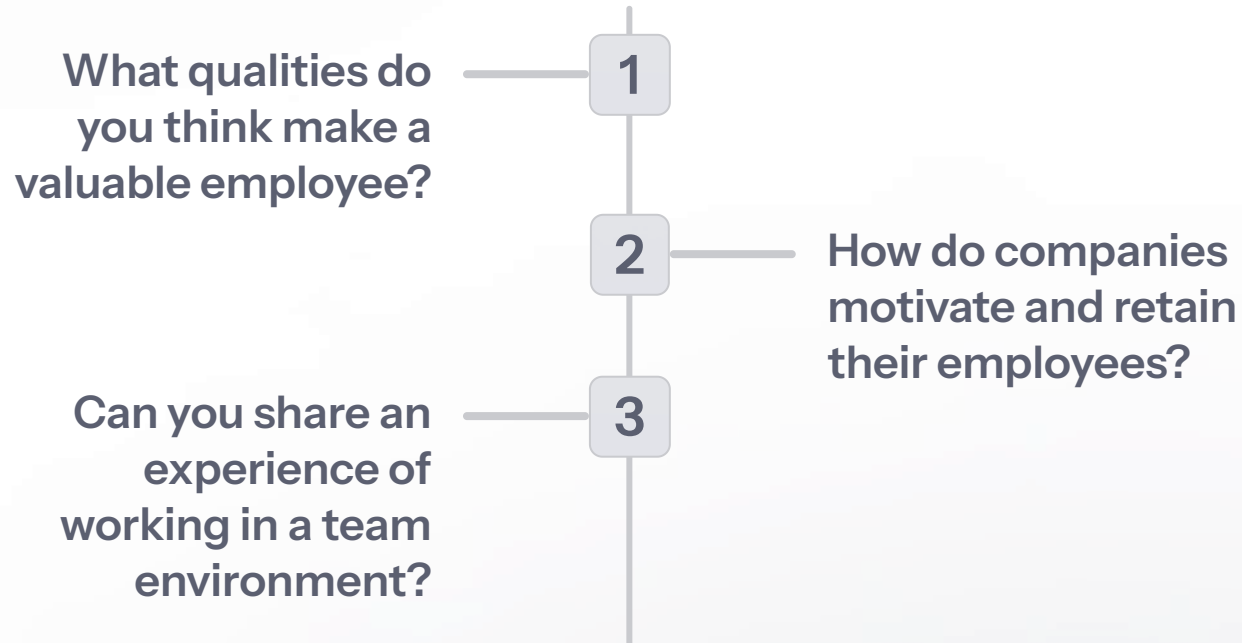
Something that is manufactured or produced to be sold.



Sub Vocabulary: goods, merchandise, offerings.

Employee

A person employed for wages or salary, especially at a non-executive level.



Sub Vocabulary: staff, workforce, personnel.





Leadership

The action of leading a group of people or an organization.

1 What characteristics do effective leaders possess?

1 How does leadership contribute to the success of a business?

1 Can you describe a leader who has inspired you?

Sub Vocabulary: management, guidance, direction.

Collaboration

The action of working with someone to produce or create something.

1

Why is collaboration important in the workplace?

2

How do companies encourage collaboration among their employees?

3

Can you share an example of a successful collaboration experience?

Sub Vocabulary: cooperation, teamwork, partnership.





Innovation

The introduction of new ideas, methods, or products.

- 1 How does innovation drive competitiveness in business?
- 2 What approaches do companies use to foster a culture of innovation?
- 3 Can you discuss examples of innovative products or services?

Sub Vocabulary: creativity, invention, breakthrough.



Follow-up

To provide additional information, or ensuring commitments are fulfilled..

- 1 How do businesses follow up with customers or clients after a sale or meeting?
- 2 What are the benefits of effective follow-up in business relationships?
- 3 Can you share a follow-up strategy that has proven successful in your experience?

Sub Vocabulary: creativity, invention, breakthrough.

High Frequency Business English Vocabulary

- Warmup Questions
 - What role do communication skills play in your workplace?
 - How do you ensure clear communication with your colleagues?
 - Can you think of a time when effective communication helped resolve a problem?

1.) Profit:

- How do businesses measure their profit margins?
- What strategies can companies use to maximize their profits?
- Can you discuss the importance of profitability in business sustainability?
- Sub Vocabulary: Revenue, income, financial performance.

2.) Revenue:

- How do businesses track their revenue streams?
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- Sub Vocabulary: Sales, earnings, turnover.

3.) Sales:

- What techniques do salespeople use to close deals?
- How do companies track their sales performance?
- Can you describe the sales process in your industry?
- Sub Vocabulary: Transactions, purchases, deals.

4.) Marketing:

- What are the main objectives of a marketing campaign?
- How has digital marketing transformed traditional advertising methods?
- Can you provide examples of successful marketing strategies?
- Sub Vocabulary: Advertising, branding, promotion.
- Example Questions:

5.) Budget:

- Why is it important for businesses to create and adhere to budgets?
- How do companies prioritize their spending within budget constraints?
- Can you discuss the consequences of exceeding budget limits?
- Sub Vocabulary: Expenses, allocations, financial planning.

6.) Strategy:

- How do businesses develop their strategic plans?
- What role does strategic thinking play in decision-making processes?
- Can you provide examples of successful business strategies in different industries?
- Sub Vocabulary: Planning, tactics, objectives.

7.) Investment:

- What types of investments do businesses typically make?
- How do companies evaluate the potential return on investment?
- Can you discuss the risks and benefits associated with investment decisions?
- Sub Vocabulary: Capital, funding, asset allocation.

8.) Customer:

- How important are customers to the success of a business?
- What strategies do businesses use to attract and retain customers?
- Can you share an example of a positive customer experience?
- Sub Vocabulary: Clientele, consumers, patrons.

9.) Client:

- Example Questions:
 - How do businesses differentiate between customers and clients?
 - What approaches do companies use to build strong client relationships?
 - Can you discuss the significance of client satisfaction in business?
- Sub Vocabulary: Customer base, clientele, patrons.

10.) Product:

- Example Questions:
 - How do businesses develop and launch new products?
 - What factors influence consumer preferences for a product?
 - Can you describe a product that has been successful in the market?
- Sub Vocabulary: Goods, merchandise, offerings.

11.) Employee:

- What qualities do you think make a valuable employee?
- How do companies motivate and retain their employees?
- Can you share an experience of working in a team environment?
- Sub Vocabulary: Staff, workforce, personnel.

12.) Leadership:

- What characteristics do effective leaders possess?
- How does leadership contribute to the success of a business?
- Can you describe a leader who has inspired you?
- Sub Vocabulary: Management, guidance, direction.

13.) Collaboration:

- Why is collaboration important in the workplace?
- How do companies encourage collaboration among their employees?
- Can you share an example of a successful collaboration experience?
- Sub Vocabulary: Cooperation, teamwork, partnership.

14.) Innovation:

- How does innovation drive competitiveness in business?
- What approaches do companies use to foster a culture of innovation?
- Can you discuss examples of innovative products or services?
- Sub Vocabulary: Creativity, invention, breakthrough.

15.) Follow-up:

Follow-up refers to the act of taking further action after an initial interaction to maintain communication, provide additional information, or ensure commitments are fulfilled.

- Example Questions:
 - How do businesses follow up with customers or clients after a sale or meeting?
 - What are the benefits of effective follow-up in business relationships?
 - Can you share a follow-up strategy that has proven successful in your experience?
 - Sub Vocabulary: Monitoring, confirmation, post-interaction.