

5.3 Grammar

Questions for persuading

cold calling /,kəʊld 'kɔ:lɪŋ/ noun [uncount] unexpected telephone calls or visits by someone trying to sell something

luncheon voucher /'lʌntʃ(ə)n ,vəʊtʃə(r)/ noun [count] a piece of paper given by an employer that can be used for buying lunch in some restaurants and shops

on the clock /,ɒn ðə 'klɒk/ phrase INFORMAL used for saying how many miles a vehicle's speedometer shows

tax-deductible /,tæks dɪ'dʌktəb(ə)l/ adjective able to be taken away from the total amount of money on which you pay tax

5.4 Speaking

Dealing with objections

compromise /'kɒmprəmaɪz/ noun [count/uncount] a way of solving a problem or ending an argument in which both people or groups accept that they cannot have everything they want

5.5 Writing

Mailshots and sales letters

briefing /'brɪfɪŋ/ noun [count] a meeting or document in which people receive information or instructions

credentials /krɪ'denʃ(ə)lz/ noun [plural] personal qualities, achievements or experiences that make someone suitable for something

CRM /,si:ɑ:(r) 'ɒm/ abbreviation BUSINESS **customer relationship management**: a system used by a business to organize and manage interaction with its customers, particularly sales, marketing, customer support, etc.

grab someone's attention /'græb sʌmwʌnz ə'tenʃ(ə)n/ phrase to succeed in getting someone to listen or be interested: *It's often the bad characters in a story who grab our attention.*

handling /'hændlɪŋ/ noun [uncount] the handling of a vehicle is how easy it is to control

PPS /,pi: pi: 'es/ abbreviation written before a note at the end of a letter, after the ps note

PS /,pi: 'es/ abbreviation **postscript**: used for introducing some additional information at the end of a letter after you have signed your name

trawl through /trɔ:l 'θru:/ verb [intransitive/transitive] to look for someone or something, for example by searching through a large amount of information

USP /,ju: es 'pi:/ noun [count] BUSINESS **unique selling point/proposition**: the thing that makes a product or service different from others

5.6 Case study

Backchat Communications

Bluetooth™ /'blu:,tu:θ/ TRADEMARK radio technology which allows electronic devices to communicate with each other

courier /'kʊrɪə(r)/ noun [count] someone whose job is to deliver documents or parcels

flat /flæt/ adjective a flat battery does not have enough power left in it

fleet /fli:t/ noun [count] a group of vehicles or machines, especially when they are owned by one organization or person: *the company's fleet of vehicles*

GPS /,dʒi: pi: 'es/ noun [uncount] **global positioning system**: a system for finding exactly where you are anywhere in the world using satellites

handset /'hænd, set/ noun [count] the part of a telephone which you hold next to your ear

keep up with /,ki:p 'ʌp wɪð/ phrasal verb [intransitive] to continue to find out about what's happening

won /wʌn/ noun [count] ECONOMICS the currency of South Korea: 1 US\$ = approx. 1,100 won

6 New business

6.1 About business

Developing a business

bandwagon /'bænd,wægən/ noun [count usually singular] an idea or activity, especially in politics or business, that suddenly becomes very popular or fashionable, so that a lot of people want to be involved in it

batch /bætʃ/ noun [count] a quantity of a substance needed or produced at one time: *Mix up another batch of cement.*

emulate /'eɪnjʊleɪt/ verb [transitive] to try to be like someone or something else, usually because you admire them

found /faʊnd/ verb [transitive often passive] to start an organization, company, political party, etc.

knack /næk/ noun [singular] INFORMAL a skill or ability: *She had a knack of making people feel really special.*

nurture /'nɜ:(r)tʃə(r)/ verb [transitive] to help someone or something to develop: *The magazine had a reputation for nurturing young writers.*

outlet /'aʊt, let/ noun [count] a shop or place where a particular product is sold

ring up /rɪŋ 'ʌp/ verb [transitive] to make or lose a particular amount of money in sales, profits or losses in a period of time: *The bank rang up about £600 million in trading losses.*

rub shoulders with /rʌb 'ʃəʊldə(r)z wɪð/ phrase INFORMAL to meet and talk to important or famous people: *She's rubbed shoulders with millionaires.*

sing somebody's praises /,sɪŋ sʌmbədɪz 'preɪzɪz/ phrase to talk about how good someone or something is: *Mary likes you. She's always singing your praises.*

stake /steɪk/ noun [count] the part of a business that you own because you have invested money in it: *They took a 40% stake in the company last year.*

yearn /jɜ:(r)n/ verb [intransitive] MAINLY LITERARY to want something a lot, especially something that you know you may not be able to have: *They were yearning to have a baby.*

6.2 Vocabulary

Funding a start-up

asset /'æset/ noun [count] something such as money or property that a person or company owns: *The business has assets totalling £5.1 million.*

household /'haʊs,həʊld/ adjective [only before nouns] relating to homes