

Business 🧑💼 📈 💰 💰

<https://www.youtube.com/live/xFgYHAW5QYs?si=holzLQeTN6it6WU>

<https://www.youtube.com/live/Y5GOBlk-8hM?si=KXxHOSocNtmffhqL>

https://www.youtube.com/live/qv9x5fuCtkE?si=F_yD5ziV3hM8FWfD

<https://youtu.be/-3mFnAk9sbw?si=RSLj8rUKrPY1kCzv>

<https://youtu.be/tpPT3fjN0Zg?si=u0WUipuUq5SNchPN>

■ Cut to the chase

Definition: To get straight to the point without wasting time on unnecessary details.

Sentence: Let's cut to the chase and discuss the main issue at hand.

■ Think outside the box

Definition: To think creatively and differently, especially when solving problems.

Sentence: We need to think outside the box to come up with innovative solutions for our marketing strategy.

■ Raise the bar

Definition: To increase standards or expectations.

Sentence: Our competitors have raised the bar, so we need to enhance the quality of our products to stay relevant.

■ On the same page

Definition: To have a shared understanding or agreement.

Sentence: Before we proceed with the project, let's ensure everyone is on the same page regarding the goals.

■ Ballpark figure

Definition: An approximate number or estimate.

Sentence: Can you give me a ballpark figure for the budget we need to allocate for this campaign?

■ Close the deal

Definition: To finalize an agreement or contract.

Sentence: After several meetings, we were finally able to close the deal with the new client.

- Take it offline

Definition: To discuss a topic separately, away from the main discussion, often in a private setting.

Sentence: This topic seems to be taking too much time; let's take it offline and discuss it later.

- Get the ball rolling

Definition: To initiate action or start a process.

Sentence: Let's get the ball rolling on this project by scheduling our first meeting.

- Leverage resources

Definition: To use resources effectively to achieve a goal.

Sentence: We need to leverage our resources better to maximize our project outcomes.

- Go the extra mile

Definition: To make a special effort to achieve something or help someone.

Sentence: Our customer service team always goes the extra mile to ensure client satisfaction.

- Touch base

Definition: To make contact or communicate with someone.

Sentence: I'll touch base with the team later this week to discuss the project's progress.

■ In the loop

Definition: To be informed about something that is happening or being discussed.

Sentence: Please keep me in the loop regarding any changes to the schedule.

■ A level playing field

Definition: A situation or condition that provides equal opportunities for all participants.

Sentence: We aim to create a level playing field in the industry so that all companies can compete fairly.

■ Value proposition

Definition: A statement that explains what benefit a product or service provides to customers.

Sentence: Our value proposition focuses on delivering high-quality products at competitive prices.

Extra learning:

Manufacturer's representative

Tank tops

Hoodies

Zip-up

Tops

Long-sleeved tees

Making your position clear

I suggest starting small and scaling up later.

We're thinking of starting with around 500 units per SKU.

To begin with, we'd prefer to keep things flexible.

I suggest a six-contract to begin with.

We're thinking of opening new branches in 15 cities.

We'd prefer to do the marketing work ourselves.

What kind of volumes are we looking at?

What's the situation regarding production and deliver?

Open-ended questions to check information or get more information.

What do you have in mind exactly?

I think this should be feasible.

We need to settle on the exact details of sizes, colors and so on.

Penalty in negotiation

Provisional agreement

Draw up contract = write it

We have been losing market share to our rivals.

A German start-up has expanded its market share=gain market share

It's clear that we need to respond to these market forces and market pressures, and describe the condition in a market. How they affect company behavior and strategy.

Regulatory barriers

Secondly, there's already fierce competition, from both local and international companies.

Bring new product/line to market.

This could help us to claw back. Some of the market share.

We'll then focus more on emerging markets.

They're planning to get out of the market.

We should be looking at long-term trends that reflect the changing market collocations across the continent.

We need to make it difficult for any new market entrants.

Just = only

Small companies- General plural

He talked to me.

He told me.

They went bankrupt.

Nowadays - these days - x Todays

So many people- not very much people

Conservative

They will succeed....X, not they will be successful.

Justice in society.