

Business English Idioms

Ballpark number/figure= An estimate (추정).

"We need to get a ballpark figure for next year's advertising costs."

Cut-throat= Intense (극심한) competition.

"The competition in the fast-food business is very cut-throat."

Game plan= A strategy for achieving success.

"We need to come up with a game plan to sell our surplus (나머지) products."

Go the extra mile= To do more than what customers, co-workers, and/or management expects.

"In order to provide superior customer service in this company, we always have to be willing to go the extra mile."

In a nutshell= Using a few words to summarize.

"So, in a nutshell, how did it go with your business deal in Hong Kong?"

Learn the ropes= To learn the basics (기본 절차) of something (e.g. a job, a new hobby, etc.)

"The new employee is very sharp (날카로운). She is learning the ropes pretty quickly. She could be management material (관리자가 될 가능성) if she keeps it up (계속 부지런하다).

more idioms

No-brainer= Something that is obvious, easy to guess, and/or that doesn't require too much thought.

"Acquiring Company Z was a no-brainer. The stock price was at its lowest and it still has growing potential."

Neck and neck= Very close or equal.

"Company Z was neck and neck with us last quarter. They are definitely our toughest competitor."

On the same page= To agree about something or understand a concept.

"I'm glad we're on the same page now. Next time, don't hesitate to ask me questions even if we're in the middle of the presentation."

Pick it up a notch= To take it one level further. To improve or increase the intensity or quality of a task, product, or service.

"We're falling behind schedule. We gotta pick it up a notch if we want to ship the merchandise to Germany before Friday."

Red tape= Company rules that seem too excessive (과도한) and unnecessary.

"I had to quit that job. There was way too much red tape. I'm glad I'm out!"

Same boat= To be in the same or very similar situation as someone else.

"I know you haven't received a raise but we're all in the same boat. I'm a supervisor here and I haven't gotten a raise in 3 years."

To take the bull by the horns= To face a difficult situation in a direct and brave way.

"I'm glad you took the bull by the horns and fired that jerk (얼간이). He just bullied and pushed everyone around."

Think outside the box= To think of creative and practical (현실적인) solutions or ideas instead of common ones.

"We have plateaued (자라지 않는다) in all of our departments. Our competitors are coming up (생성) with cool and innovative (혁신적인) products. We need to think outside the box, go back to the drawing board (시작), and come up with a very unique product."

Touch base= To contact someone (in person, by phone, email, etc.)

"I've been very busy with our advertising campaign. I haven't touched base with the public relations manager of the soda pop (콜라) company."

please feel free to ask me any questions. I'm here to help.
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