

Lesson 82

I blew the deal.

Target: Having a conversation about business idioms.

Vocabulary

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Business idioms



Related vocabulary

- | | | |
|---------------------------------|-------------------------------|-------------------------------------|
| - to pull the plug on... | - to fast track ... | - to corner the market |
| - to go through the roof | - to plug / push ... | - to be in the black / red |
| - to blow a deal | - to cash in on... | - to green light ... |
| - to drum up business | - to take a nosedive | - to cut one's losses |
| - to generate buzz | - across the board | - to pass the buck |
| - to keep... under wraps | - to sell... at a loss | - a kickback |
| - to make a go of ... | - to be in the works | - to be on hand |

Conversation

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1 Use the questions below to have a conversation with your partner about the topic

Partner #1: Questions

1. Why do companies sometimes sell products at a loss? What are the advantages of doing this?
2. How do different companies generate buzz for their products?
3. What does your company have in the works at the moment?
4. How does your company drum up business?
5. What's best way to fast track a project at your company?
6. What company's share price has taken a nose dive recently? Do you think they'll recover? Why?
7. What is being plugged a lot on TV at the moment?
8. Have any companies cornered the market recently? How did they do it?
9. Is there anyone at your company who is famous for passing the buck?
10. How much stock does your company keep on hand at any given time?

Partner #2: Questions

1. Has your boss ever pulled the plug on one of your projects? Why? How did you react?
2. Have you or any of your co-workers ever blown a deal? What were the circumstances?
3. What's your view on receiving kickbacks? Is it wrong, or is it OK? Why?
4. How long does it take to get a project green lit at your company? Describe the process.
5. What's something your company tried to make a go of, but didn't succeed with?
6. If your company is in the red, what should you do to get back into the black?
7. Has your company ever experienced losses across the board? What was the cause of this?
8. What companies in Japan have closed up shop recently? Why?
9. What company's sales do you think have gone through the roof recently?
10. What's something that you think would be a great idea to cash in on?

2 Complete one or more of the situations below

1. **Role play:** Partner #1: You ran into an old colleague on the street & he asks what you've been up to.
Partner #2: Explain what you did this week using as many idioms as possible.
2. **Speech:** Teach your partner how to use five different idioms.
3. **Speech:** Discuss any other idioms you know for business.
4. **Debate:** You think using idioms is annoying, but your partner doesn't agree.