

English for Business Level 4

الإنجليزية للأعمال
المستوى الرابع





Making Decisions Idioms

اتخاذ القرارات
التعبيرات الاصطلاحية

Idioms for Making Decisions

التعابير الاصطلاحية لاتخاذ القرارات

(Give Someone) Carte Blanche الحرية الكاملة في اتخاذ القرار

- Meaning: Allow someone complete freedom; entrust a decision to someone
- Example: I'll give you **carte blanche** to hire whoever you think is best. I'm going on vacation, and I'll be back in two weeks.

All Things Being Equal كل شيء يجري على قدم المساواة

- Meaning: In the event that all aspects of a situation remain the same.
- Example: **All things being equal**, I think we should invest in the new factory.

Up for Grabs متاح

- Meaning: Available
- Example: The internal voting is **up for grabs**. Everything is still very chancy.

Idioms for Making Decisions

التعابير الاصطلاحية لاتخاذ القرارات

On the Bubble واحد من المجموعة التي قد يتم اختيارها

- Meaning: One of a group that may be selected for the last spot in a competition
- Example: The team is **on the bubble** – there are three other teams that might make the finals.

All Told كل شيء يؤخذ بعين الاعتبار

- Meaning: With everything taken into consideration
- Example: **All told**, it's been a good year for the company despite the loss of key salespeople.

All Things Considered أخذ كل العوامل في الاعتبار

- Meaning: Taking all factors into consideration
- Example: **All things considered**, we had a good trip. With the unstable weather, it could have taken much longer.

Idioms for Making Decisions

التعابير الاصطلاحية لاتخاذ القرارات

Up in the Air لم تقرر بعد

- Meaning: Not yet decided
- Example: The salary increase is still **up in the air** – the boss favors it, but she hasn't gotten approval from her superiors.

Raise Red Flags التحذير من المتاعب المقبلة

- Meaning: Warn of trouble ahead
- Example: Annette seems like the perfect candidate, but the fact that she was fired from her last job **raises red flags**.



Rubber-Stamp (v.) الموافقة على شيء دون النظر، كإجراء شكلي

- Meaning: Approve something without consideration, as a formality
- Example: The real power is with the president, and the staff is expected to **rubber-stamp** his initiatives.

Idioms for Making Decisions

التعبيرات الاصطلاحية لاتخاذ القرارات

Take It or Leave It (command) (أمر) خذها أو اتركها

- Meaning: You must decide now whether you will accept this proposal.
- Example: This is our final offer – **take it or leave it**.

Out of the Loop لست جزءًا من مجموعة يتم إطلاعها على شيء ما

- Meaning: Not part of a group that's kept informed about something
- Example: You've been **out of the loop** on the new marketing plan. Let me bring you up to date.

On the Same Page فهم الموقف بنفس الطريقة

- Meaning: Understanding a situation in the same way
- Example: Sheila and I are **on the same page** about the sales presentation. We'll work out the details tomorrow.

Idioms for Making Decisions

التعبيرات الاصطلاحية لاتخاذ القرارات

Hobson's Choice (USA) اختيار بين الخيارات السيئة

- Meaning: A choice among bad options
- Example: They're offering a Hobson's **choice** between higher prices and reduced quality. I think we can hold out for a better option.

Flip-Flop (v. or n.) أن تتأرجح بين خيارين، غير حاسم

- Meaning: To vacillate between two choices, to be indecisive
- Example: The politician was well known for his **flip-flops** – she often says what she thinks people want to hear.

Fish or Cut Bait (usually an exclamation) اتخاذ قرار أو إعطاء فرصة لشخص آخر

- Meaning: Make a decision or give someone else a chance.
- Example: You've kept us waiting for weeks on the decision. It's time to **fish or cut bait**.

Idioms for Making Decisions

التعبيرات الاصطلاحية لاتخاذ القرارات

#	Idiom	Meaning	#	Idiom	Meaning
1	(Give Someone) Carte Blanche	• الحرية الكاملة في اتخاذ القرار	8	• Raise Red Flags	• التحذير من المتاعب المقبلة
2	All Things Being Equal	• كل شيء يجري على قدم المساواة	9	• Rubber-Stamp (v.)	• الموافقة على شيء دون النظر، كإجراء شكلي
3	Up for Grabs	• متاح	10	• Take It or Leave It (command)	• خذها أو اتركها (أمر)
4	On the Bubble	• واحد من المجموعة التي قد يتم اختيارها	11	• Out of the Loop	• لست جزءًا من مجموعة يتم إطلاعها على شيء ما
5	All Told	• كل شيء يؤخذ بعين الاعتبار	12	• On the Same Page	• فهم الموقف بنفس الطريقة
6	All Things Considered	• أخذ كل العوامل في الاعتبار	13	• Hobson's Choice	• اختيار بين الخيارات السيئة
7	Up in the Air	• لم تقرر بعد	14	• Flip-Flop (v. or n.)	• أن تتأرجح بين خيارين، غير حاسم
			15	• Fish or Cut Bait (usually an exclamation)	• اتخاذ قرار أو إعطاء فرصة لشخص آخر

Idioms for Making Decisions

التعبيرات الاصطلاحية لاتخاذ القرارات

On the Same Page

Understanding a situation in the same way



All Things Considered

Taking all factors into consideration



Fish or Cut Bait

Make a decision or give someone else a chance.



Up for Grabs

Available



Up in the Air

Not yet decided



Raise Red Flags

Warn of trouble ahead



Out of the Loop

Not part of a group that's kept informed about something



All Things Being Equal

In the event that all aspects of a situation remain the same.



Flip-Flop

To vacillate between two choices, to be indecisive





كيفية اتخاذ القرارات

How to Make Decisions

Imagine that your company has been **expanding rapidly** over the past 12 months. Sales **are up** 50 percent, but costs and **overheads** have also increased, so your operating profit has fallen. Decisions need to be made – and fast! But first, you're going to need to consider your options...

We make decisions every single day. Some decisions are simple and up for grabs, others are more **complex**.

Some of your decisions will be so routine that you make them without **giving them much thought**. But difficult or **challenging** decisions are up in the air. These are the sort of decisions that involve:

- **Uncertainty** – Many of the facts may be unknown.
- **Complexity** – There can be many, interrelated factors to consider.
- **High-risk consequences** – The impact of the decision may be significant.
- **Alternatives** – There may be various alternatives, each with its own set of uncertainties and consequences.
- **Interpersonal issues** – You need to predict how different people will react.

When you're making a decision that involves complex issues like these, you also need to engage your **problem-solving**, as well as decision-making skills. It pays to use an effective, **robust** process in these **circumstances**, to improve the quality of your decisions and to achieve **consistently** good results.

كيفية اتخاذ القرارات

How to Make Decisions

A Systematic Approach for Making Decisions

In real-life business situations, decisions can often fail because the best **alternatives** are not clear at the outset, or key factors are not considered as part of the process.

To stop this happening, you need to bring problem-solving and decision-making strategies together to clarify your understanding.

A logical and ordered process can help you to do this by making sure that you address all of the **critical** elements needed for a successful **outcome**.

كيفية اتخاذ القرارات

How to Make Decisions

Working through this process **systematically** will reduce the **likelihood** of **overlooking** important factors. Our seven-step **approach** takes this into account:

1. Create a constructive environment.
2. Investigate the situation in detail.
3. Generate good alternatives.
4. Explore your options.
5. Select the best solution.
6. Evaluate your plan.
7. Communicate your decision, and take action.

أسئلة حول اتخاذ القرارات

Questions on Making Decisions

- How will you feel about the potential outcomes in 10 years' time?
- Do you usually make better decisions alone or with a group? Why?
- When do you ask for help?
- What will change in other areas of your life because of making this decision?
- And what will stay the same?
- What would happen if you did nothing?
- Does this bring you closer to or take you further away from your values?
- Describe a time when you had to make an immediate decision on a critical issue.

أسئلة حول اتخاذ القرارات

Questions on Making Decisions

- In your experience, when you're working on a team project, do you make the most decisions or do you prefer to step back and follow someone else's guideline?
- What internal motivations are driving this decision?
- What strengths are you bringing to this decision?



Jobs Idioms

الوظائف

التعبيرات الاصطلاحية

التعابير الاصطلاحية للوظائف

Idioms for Jobs

Learn the Ropes كن أكثر دراية بوظيفة أو مجال عمل

- Meaning: Become more familiar with a job or field of endeavor; be trained
- Example: It will take me several months to **learn the ropes**, but I'm sure you'll be satisfied with my performance.

Get the Sack/ Be Sacked الاستغناء عنه / يتم فصله

- Meaning: To be fired
- Example: I will **be sacked**, and so other 20 people. I have three hours to pack up my things and leave the office.

التعبيرات الاصطلاحية للوظائف

Idioms for Jobs

Off the Hook خالٍ من اللوم أو مسؤولية القيام بشيء ما

- Meaning: Free from blame or responsibility to do something
- Example: Jason said he'd finish the project tonight, so you're **off the hook**.

التعابير الاصطلاحية للوظائف

Idioms for Jobs

Hanging by a Thread في خطر كبير من القضاء عليه أو الفشل

- Meaning: In great danger of elimination or failure
- Example: After you botched a third sales presentation, your job is hanging by a thread -you really need to improve.

Burn the Candle at Both Ends العمل لساعات طويلة جدا

- Meaning: Work very long hours
- Example: I've been working two jobs so we can buy a car, but I'm very tired. I'm burning the candle at both ends.

التعابير الاصطلاحية للوظائف

Idioms for Jobs

الأعضاء العاديون في مؤسسة Rank and File

- Meaning: The ordinary members of an organization
- Example: Labor leaders announced that they have agreed to a new contract, but the **rank and file** still don't like it.

التعبيرات الاصطلاحية للوظائف

Idioms for Jobs

Pink Slip إشعار التسريح، فقدان الوظيفة

- Meaning: A layoff notice; loss of a job, typically because of layoffs
- Example: After teaching for ten years in that district, I got a **pink slip** last Tuesday.

Out of Work عاطل عن العمل

- Meaning: Unemployed
- Example: I've been out of **work since** December. Hope I find a new job soon!

Move Up in the World أصبح أكثر نجاحاً

- Meaning: Become more successful
- Example: You're driving a Lexus now. I can see you're **moving up in the world**.

التعابير الاصطلاحية للوظائف

Idioms for Jobs

#	Idiom	Meaning	#	Idiom	Meaning
1	Learn the Ropes	• كن أكثر دراية بوظيفة أو مجال عمل	6	Rank and File	• الأعضاء العاديون في مؤسسة
2	Get the Sack/ Be Sacked	• يتم فصله / الاستغناء عنه	7	Pink Slip	• إشعار التسريح، فقدان الوظيفة
3	Off the Hook	• خالٍ من اللوم أو مسؤولية القيام بشيء ما	8	Out of Work	• عاطل عن العمل
4	Hanging by a Thread	• في خطر كبير من القضاء عليه أو الفشل	9	Move Up in the World	• أصبح أكثر نجاحاً
5	Burn the Candle at Both Ends	• العمل لساعات طويلة جداً			

التعابير الاصطلاحية للوظائف

Idioms for Jobs

Get the Sack

To be fired



Hanging by a Thread

In great danger of elimination or failure



Off the Hook

Free from blame or responsibility to do something



Rank and File

The ordinary members of an organization



Move Up in the World

Become more successful



Out of Work

Unemployed



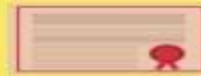
Give Someone The Old Heave-Ho

Fire someone, remove someone from a group or team



Pink Slip

A layoff notice; loss of a job, typically because of layoffs



Burn the Candle at Both Ends

Work very long hours



التعابير الاصطلاحية للوظائف

Idioms for Jobs

If you **dread** going to work, now isn't a bad time to look for a new job. After all, it's the start of a new year, and the **unemployment rate** is **low**. **Another option**, however, is to find happiness where you are by changing your **mindset** about your current **role**, suggests Tom Rath, author of the **forthcoming** book Life's Great Question: Discover How You **Contribute** to the World.

"All careers **hanging by a thread** have **spikes** and **valleys** and are **bumpy** along the way," he says. "It's easier for some of us to become **frustrated** and look around for another opportunity. **But I've yet** to meet a single person who **claims** they fell into the perfect job after graduating college and has had an **upward linear trajectory** with a **straight line on a graph**."

Often, the better way as to **rank & file** to deal with your **disengagement** is to ask yourself how you can make the job you have into one that's better for you and your well-being, says Rath.

التعابير الاصطلاحية للوظائف

Idioms for Jobs

- “Organizations have done a good job over the last quarter century of **extracting** as much **discretionary** effort from each person as possible,” he says. “We all need to spend time **determining** how to put more back into the person. People should be healthier as a product of working for an organization, not have expectations that their **psychiatric** and **physical** health could be **worse off** from the work they’re doing on a daily basis.”

التعابير الاصطلاحية للوظائف

Idioms for Jobs

Rath **suggests** finding a way to **restructure** your work to have more **enjoyment** during the day and less **stress**. “Most of us can do something **individually** to make this happen without needing **permission** from a manager,” he says. “Or work with your leader and say, ‘How do we structure things so I can be more **productive** and **energized** in process?’ Most managers don’t want to create an **environment** that **burns** people **out**.”

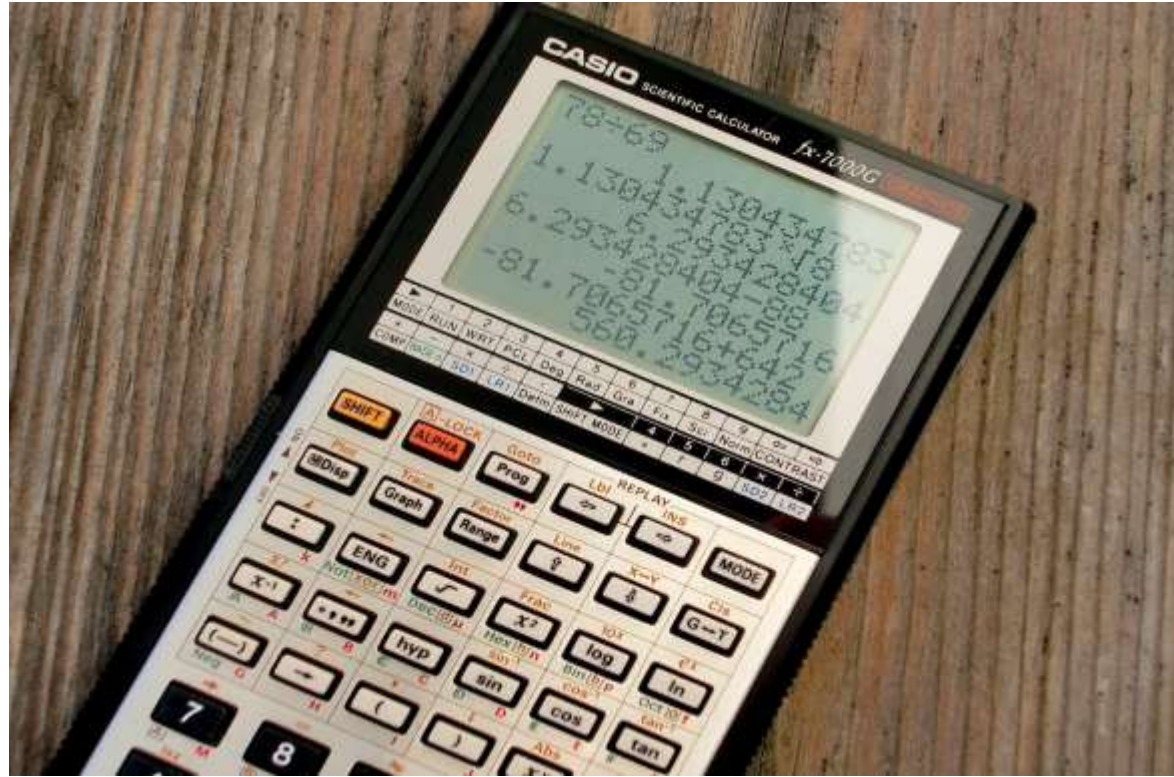
Determine how you can change your current job or look for a different type of work within your current organization, says Rath. Here are four ways to turn the job you have into one you love:

- Get to know coworkers
- Find purpose of your job
- Consider the job & process structure
- Pay attention to stress

أسئلة حول الوظائف

Questions on Jobs

- How old were you when you got your first job?
- How much money do you consider a decent salary?
- How difficult is to have your own business?
- What are some common occupations in your country?
- Can you describe some of the people that you work with?
- Do you have to work overtime? If so, how often?
- Do you have to do a lot of paperwork?
- What skills and qualifications do you have?
- Do you have a problem working at night?
- Do you have to attend a lot of meetings for your job?
- Have you ever been promoted?
- Do you think that working conditions have improved? If so, in what ways?
- How much money do you make?



Money and Finance Idioms

المال والتمويل
التعبيرات الاصطلاحية

التعبيرات الاصطلاحية حول المال والتمويل

Idioms about Money & Finance

(To) Nickel and Dime التفاوض على مبالغ صغيرة جدا

- Meaning: To negotiate over very small sums; to try to get a better financial deal, in a negative way
- Example: We don't want to **nickel and dime** you, but we'd really appreciate it if you would lower your estimate by another \$250.

A Penny Saved Is A Penny Earned القرش الذي توفره بمثابة قرش تكتسبه

- Meaning: Every small amount helps to build one's savings
- Example: Don't buy a new car. Save your money. **A penny saved is a penny earned.**

Banner Year سنة تميزت بنجاحات قوية

- Meaning: A year marked by strong successes
- Example: Our website has had a **banner year** – we've added more than 50,000 new followers!

التعبيرات الاصطلاحية حول المال والتمويل

Idioms about Money & Finance

Crunch the Numbers احسب حساباتك

- Meaning: Do calculations before making a decision or prediction.
- Example: Let me have the accountants **crunch the numbers**. I'll get back to you with a response to your offer next week.

Dime a dozen موجود بكثرة

- Meaning: Very common and of no special value; easily available
- Example: Your marketing manager quit? Don't worry, you'll find another one. They're a **dime a dozen**.

In the Red خسارة المال

- Meaning: Losing money; (of a market index) below a specified starting point
- Example: The company isn't bankrupt yet, but it's been **in the red** for several years now, and investors aren't happy.

التعبيرات الاصطلاحية حول المال والتمويل Idioms about Money & Finance

Nest Egg مدخرات التقاعد

- Meaning: Retirement savings; wealth saved for a future purpose
- Example: I haven't built much of a **nest egg**, so I need to retire somewhere with a low cost of living.

Pinch Pennies حريص على المال

- Meaning: To be careful with money, to be thrifty I got just a 1% raise this year.
- Example: My boss is known for **pinching pennies**!

التعبيرات الاصطلاحية حول المال والتمويل

Idioms about Money & Finance

Pretty Penny الكثير من المال

- Meaning: A lot of money; too much money (when referring to the cost of something)
- Example: The architect charged us a **pretty penny**, and his plans were not very good.

You Can Take It to the Bank أنا أضمن لك ذلك

- Meaning: I absolutely guarantee this.
- Example: The project will be finished by the 31st. **You can take it to the bank.**

التعبيرات الاصطلاحية حول المال والتمويل

Idioms about Money & Finance

#	Idiom	Meaning	#	Idiom	Meaning
1	(To) Nickel And Dime	• التفاوض على مبالغ صغيرة جداً	6	In the Red	• خسارة المال
2	A Penny Saved is a Penny Earned	• القرش الذي توفره بمثابة قرش تكتسبه	7	Nest Egg	• مدخرات التقاعد
3	Banner Year	• سنة تميزت بنجاحات قوية	8	Pinch Pennies	• حريص على المال
4	Crunch the Numbers	• إحسب حساباتك	9	Pretty Penny	• الكثير من المال
5	Dime a dozen	• موجود بكثرة	10	You Can Take It to the Bank	• أنا أضمن لك ذلك

التعبيرات الاصطلاحية حول المال والتمويل

Idioms about Money & Finance

Nickel and dime

To negotiate over very small sums



A penny saved is a penny earned

Every small amount helps to build one's savings



Banner Year

A year marked by strong successes



Dime a dozen

Very common and of no special value; easily available



Crunch the Numbers

Do calculations before making a decision or prediction.



In the Red

Losing money, below a specified starting point



Nest Egg

Retirement savings; wealth saved for a future purpose



You Can Take It to the Bank

I absolutely guarantee this.



Pinch pennies

To be careful with money, to be thrifty



التعبيرات الاصطلاحية حول المال والتمويل

Idioms about Money & Finance

The data is alarming: Most people aren't **saving** enough for **retirement**. According to the Planning & Progress **Study**, nearly **one in four** Americans have less than \$5,000 **put aside** for retirement. In fact, **A penny saved is a penny earned**, because of low retirement savings, almost half of Americans say they'll be **forced to** work **past the age of 65**.

The majority of Americans—59% according to the study—say they live **paycheck to paycheck**. But **beyond** that, there are lots of **reasons** why people don't **prioritize** planning for their future, even though they know they should. It's here where research in **behavioral** science can help.

التعبيرات الاصطلاحية حول المال والتمويل

Idioms about Money & Finance

Surprisingly, you can take it to the bank, the data shows that one of the **primary** reasons why we don't make choices that set ourselves up for a **secure** retirement is because of how our brains are **wired**. Each of us has **cognitive biases** that lead us **astray**. Yet, by understanding these biases, you can make sure that you do not fall under their **influence**.

Here's a look at three of them—and what you can do to **counteract** each:



التعبيرات الاصطلاحية حول المال والتمويل

Idioms about Money & Finance

- BIAS #1: TEMPORAL DISCOUNTING

Would you rather receive \$1,000 today or \$1,200 in four months? If you're like most people, you'll choose the \$1,000 now. Yet, what if the **options** were **modified**, so that a year is added to each. This means you could receive either \$1,000 in a year or \$1,200 in a year and four months. When presented with this new choice, you'll likely select the second option: a **gain** of 20%.

- BIAS #2: LOSS AVERSION

Loss **aversion** is one of the most well-known biases. **Decades** of scientific studies have shown that our brains are more **impacted** by **potential** losses than potential **gains**. This is a major **stumbling** block when it comes to retirement, because you will have losses. Between now and when you retire, there will be **ups and downs** in the **economy**. These losses will **sting** and cause many to **pull back** or stop investing. Yet, this is the **opposite** of what you should do. Here's why.

التعبيرات الاصطلاحية حول المال والتمويل

Idioms about Money & Finance

BIAS #3: RECENCY BIAS

A third bias that often **prompts regrettable** investment decisions is the recency bias. It's the **presumption** that whatever trend you are currently **witnessing**, **regardless** of whether it is **favorable** or not, will continue in the future. If you're not careful, it's this **bias** that will prompt you to make investment decisions based on the recent past and not **objective** data or **historical precedent**.



أسئلة حول المال والتمويل

Questions on Money & Finance

- How you feel about the potential outcomes in 10 years' time?
- Have you ever owed money to people?
- How much will it cost?
- Are you good at saving money?
- Do you compare prices at different stores when you shop?
- Do you give tips at a restaurant or to the taxi driver?
- Do you usually make better decisions alone or with a group? Why?
- How Much Do I Need for Retirement?
- What are some of the best certifications?
- Do you sometimes give money to charities?
- Do you ever give money to beggars on the street? Why or why not?
- Have you ever been in debt?



P15-F05



Sales Idioms البيع التعبيرات الاصطلاحية

التعبيرات الاصطلاحية حول المبيعات

Idioms about Sales

All It's Cracked Up To Be كما يدعي

- Meaning: As good as claims or reputation would suggest
- Example: Everyone's talking about the Apple Watch, but I think it's not **all it's cracked up to be**.

Deliver the Goods قدم ما هو متوقع

- Meaning: Provide what is expected
- Example: I wasn't sure about our young salesman, but he really **delivered the goods** – he had 122 sales in his first season.

In the Pipeline بضاعة بياعة من نفسها

- Meaning: Being prepared for the marketplace, being worked on.
- Example: Toyota's product lineup recently has been a little stale, but new models are **in the pipeline**.

التعبيرات الاصطلاحية حول المبيعات

Idioms about Sales

Out the Door شامل كل شيء

- Meaning: With everything included (said of a price)
- Example: That car will cost you \$8,600 **out of the door**.

Price Yourself out of the Market السعر أعلى من السوق

- Meaning: Try to sell goods or services at such a high price that nobody buys them.
- Example: At £150,000 for a house, he really is **pricing himself out of the market**.

Sell (Someone) a Bill of Goods غش وخداع في عملية البيع

- Meaning: Trick someone; be deceptive
- Example: I think I was **sold a bill of goods**. They promised me an office with a window, but all I got was a little cubicle.

التعابير الاصطلاحية حول المبيعات

Idioms about Sales

Selling Point ميزة جذابة

- Meaning: An attractive feature of something for sale
- Example: Durability has always been one of the **selling points** of Toyota cars.

Sold On (Something) مقتنع بشيء

- Meaning: Convinced of something
- Example: I know many stores are introducing cell phone payment systems, but we're not **sold on** the idea yet.

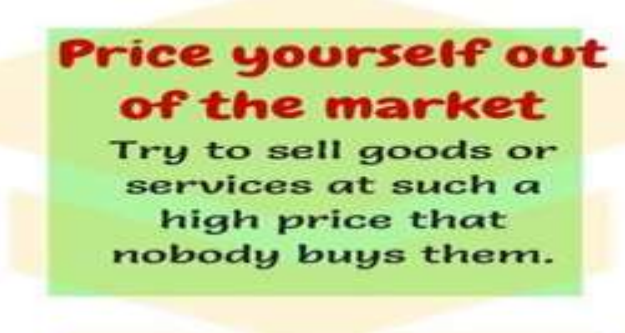
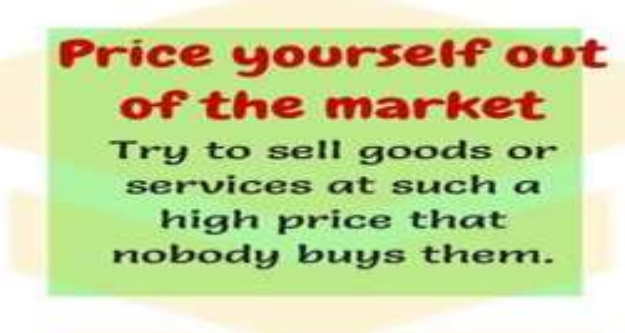
التعبيرات الاصطلاحية حول المبيعات

Idioms about Sales

#	Idiom	Meaning	#	Idiom	Meaning
1	All It's Cracked Up To Be	• كما يدعي	5	Price Yourself out of the Market	• السعر أعلى من السوق
2	Deliver the Goods	• قدم ما هو متوقع	6	Sell (Someone) a Bill of Goods	• غش وخداع في عملية البيع
3	In the Pipeline	• بضاعة بياعة من نفسها	7	Selling Point	• ميزة جذابة
4	Out the Door	• شامل كل شيء	8	Sold On (Something)	• مقتنع بشيء

التعبيرات الاصطلاحية حول المبيعات

Idioms about Sales

In the Pipeline Being prepared for the marketplace, being worked on. 	Sold On (Something) Convinced of something 	Deliver the Goods Provide what is expected 
Out the Door With everything included (said of a price) 	Price yourself out of the market Try to sell goods or services at such a high price that nobody buys them. 	Sell (Someone) a Bill of Goods Trick someone; be deceptive 
Selling Point An attractive feature of something for sale 	All It's Cracked Up To Be As good as claims or reputation would suggest 	TLC Tender Loving Care 

التعابير الاصطلاحية حول المبيعات

Idioms about Sales

Sales is the process of **identifying** leads, **qualifying** them into **pipeline** opportunities, and **nurturing** them down the sales funnel until some turn into **closed deals**. But what about selling? The many conversations between **prospect** and salesperson needed to build enough **trust**, not **selling a bill of goods**, and share sufficient information that both parties **conclude** that the situation calls for a **transaction** as a necessary step to a solution.

We agree that sales is not strategic. No matter how structured your sales process, how **sophisticated** your CRM system, or how **talented** your sales team, your competitor can buy the **equivalent**. But selling is another matter. What happens in the conversations between your **sales reps** and your prospective customers **belongs** to your company and no one else; powerful **intellectual property** that can't be bought or **replicated** by competitors.

A focused program of conducting selling conversations, with the right people, at **pace** and scale, can reliably deliver a level of **selling point** and control over the competitive **landscape** that goes beyond any other business tool, making selling the ultimate strategic weapon.

التعابير الاصطلاحية حول المبيعات

Idioms about Sales

How can you leverage selling conversations to change the game?

- **Avoid competition.** The best competitive strategy is to win without fighting. Deliver the goods, be the first to have a real conversation with the actual buyer, the human being whose personal interest must be understood and **accommodated** before a sale can be made.
- **Win with speed and agility.** Speed kills your competitors. How long does it take after someone fills out a **form** on your website before they have a real conversation with someone on your sales team?
- **Business intelligence of the human kind.** If you want to know what's going on, you need to listen. More selling conversations means more listening, which means more reliable facts to inform your strategy. Don't just depend on hearsay. Personally listen in on lots of selling conversations to obtain **firsthand** information on how prospects are responding to your sales message.
- **Really know your competitors' customers.** It may feel like a waste of time to talk to someone who has gone with another solution, but it often isn't. The fact that they bought a solution at all means their need is great enough to drive real action. The fact that the solution came from the other guys says that you have something to learn. Why not learn it directly from the source? You don't need to change their mind to have a **sincere** selling conversation.

أسئلة حول المبيعات

Questions on Sales

- How do you keep up to date on your target market?
- When do you stop pursuing a client?
- What's the best way to establish a relationship with a prospect?
- Are you comfortable making cold calls?
- In your last position, how much time did you spend cultivating customer relationships versus hunting for new clients, and why?
- What role does social media play in your selling process?
- What core values should every salesperson possess?
- What's your approach to handling customer objections?

شكراً لكم