

Business Collocations – Quick Reference

Level: B1–B2 **Topic:** Business English Vocabulary

1. Meetings & Communication

hold a meeting – We'll hold a meeting on Friday to discuss the new project.

attend a conference – She's attending a marketing conference in London next week.

take minutes – Tom will take minutes during the team meeting.

schedule an appointment – Please schedule an appointment with the HR manager.

make a presentation – He made a presentation about quarterly sales.

reach a decision – After a long discussion, we finally reached a decision.

2. Sales & Marketing

launch a product – The company plans to launch a new smartphone next month.

increase sales – Our goal this quarter is to increase sales by 10%.

conduct market research – We conducted market research before entering Asia.

build brand awareness – Social media helps us build brand awareness.

target customers – We need to identify and target our ideal customers.

advertise a service – They advertised their delivery service on Instagram.

3. Finance & Performance

generate profit – The firm generated record profits last year.

cut costs – Management is trying to cut costs without reducing staff.

meet financial targets – We met all our financial targets for Q3.

take a loss – The start-up took a loss in its first year.

balance the budget – The finance team worked hard to balance the budget.

raise capital – They raised capital through private investors.

4. Projects & Operations

manage a project – She's managing a project with a tight deadline.

meet a deadline – We must meet the deadline for the client's report.

allocate resources – The manager allocated more resources to design.

carry out a plan – The team carried out the plan successfully.

handle a complaint – Customer service handled the complaint quickly.

improve efficiency – Automation helped the company improve efficiency.

5. Human Resources & Staffing

recruit staff – The company is recruiting new staff for the sales team.

offer a position – We offered the position to the most experienced candidate.

attend training – Employees must attend training twice a year.

promote an employee – Sarah was promoted after three successful years.

take leave – He took annual leave to travel abroad.

sign a contract – All employees sign a contract before starting work.

6. Strategy & Growth

set objectives – The board set clear objectives for the next quarter.

expand the business – They plan to expand the business into Europe.

enter a market – We're entering the South American market this year.

form a partnership – The two firms formed a partnership to share technology.

develop a strategy – The marketing team developed a new online strategy.

achieve long-term growth – Consistent innovation helps achieve long-term growth.

Tip: Highlight 10 useful collocations and write your own sentences to practise them.