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# 50 Business English Collocations

TO BOOST YOUR PROFESSIONAL COMMUNICATION



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# Business English Collocations

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## What are collocations?

Collocations are the habitual co-occurrence of certain words or phrases in a language. These combinations frequently appear together due to common usage patterns, rather than strict grammatical rules. In business contexts, collocations are specific combinations of words or phrases that commonly occur in business communication, transactions, and operations. They reflect typical language patterns used in business settings and are often used to efficiently convey specific meanings or concepts. Examples include "to close a deal," "to meet a deadline," "to launch a product," and "to negotiate a contract." Understanding and using these collocations effectively can enhance communication and convey professionalism in various business contexts.

*Below, you'll discover 50 common collocations frequently employed in business contexts.*

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**Meet Expectations:** To fulfill or satisfy the anticipated standards or requirements. Example: "Our goal is to meet and exceed customer expectations by delivering exceptional service."

**Build Relationships:** To establish and nurture connections with others. Example: "Networking events provide a great opportunity to build relationships with potential clients."

**Create Opportunities:** To generate favorable circumstances or chances for growth. Example: "The new partnership will create opportunities for growth in the international market."

**Manage Resources:** To handle and allocate available resources efficiently. Example: "It's essential to manage our resources effectively to maximize profits."

**Handle Negotiations:** To take charge of discussions or talks, especially in business dealings. Example: "Our experienced team will handle the negotiations with the suppliers skillfully."

**Implement a Plan:** To put into action a previously discussed or devised strategy. Example: "We're ready to implement the marketing plan discussed in the meeting."

**Delegate Tasks:** To assign specific responsibilities or duties to team members based on their strengths. Example: "The project manager will delegate tasks to the team members to ensure efficient execution."

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**Increase Productivity:** To enhance the efficiency and output of work processes. Example: "Investing in employee training can help increase productivity in the workplace."

**Manage Expectations:** To handle or control what others anticipate or expect. Example: "It's important to manage the client's expectations to avoid misunderstandings."

**Optimize Processes:** To continuously improve and make manufacturing or operational processes more efficient. Example: "We're constantly looking for ways to optimize our manufacturing processes."

**Provide Support:** To offer assistance, guidance, or help to clients or customers. Example: "Our customer support team is available 24/7 to provide assistance to clients."

**Secure Funding:** To obtain additional financial resources for business expansion or projects. Example: "We need to secure additional funding to expand our operations."

**Streamline Operations:** To simplify and make business processes more efficient. Example: "The new software system will streamline our operations and improve efficiency."

**Take Initiative:** To proactively propose ideas or take action without waiting for instructions. Example: "Employees are encouraged to take initiative and propose innovative ideas."

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**Cut costs:** To reduce expenses in a company.

Example: "The management decided to cut costs by outsourcing some services."

**Meet a deadline:** To complete a task or project within the specified time frame. Example: "Our team worked tirelessly to meet the deadline for the product launch."

**Launch a product:** To introduce a new product to the market. Example: "The company plans to launch a new product next quarter."

**Increase revenue:** To generate more income for the business. Example: "Their marketing campaign helped increase revenue significantly."

**Hold a meeting:** To organize and conduct a formal discussion. Example: "Let's hold a meeting to discuss the project updates."

**Make a profit:** To earn money beyond the costs incurred. Example: "Despite challenges, the company managed to make a profit this year."

**Evaluate Performance:** To assess or judge how well someone or something is performing. Example: "The HR department regularly evaluates employee performance through performance appraisals."

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**Join Forces:** To collaborate or work together as a team.

Example: "The sales and marketing departments will join forces to promote the next product campaign."

**Anticipate Changes:** To predict or expect upcoming modifications or shifts. Example: "It's important to anticipate changes in consumer preferences to stay ahead in the market."

**Assess the Situation:** To carefully evaluate or analyze the current circumstances. Example: "Before making a decision, we need to assess the situation and consider all relevant factors."

**Balance the Budget:** To ensure that income and expenses are equal or manageable. Example: "The finance department is responsible for balancing the budget and allocating resources efficiently."

**Close the Deal:** To successfully finalize a business agreement or transaction. Example: "The sales representative managed to close the deal with the client, securing a long-term contract."

**Delegate Authority:** To assign responsibility or decision-making power to others. Example: "Effective leaders know when to delegate authority to capable team members."

**Drive innovation:** To proactively stimulate and promote creativity and advancement within a business or industry. Example: "Our team is dedicated to driving innovation through continuous research and development."

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**Establish Goals:** To define clear and specific objectives before starting a project. Example: "Before launching the new product, let's establish clear goals and objectives."

**Evaluate Performance:** To assess or analyze how well someone or something is performing. Example: "We regularly evaluate employee performance to identify areas for improvement."

**Facilitate Communication:** To play a crucial role in ensuring effective communication between different teams or departments. Example: "The communication department facilitates communication by coordinating information flow."

**Understand Market Trends:** To be aware of and analyze shifts or patterns in the industry. Example: "It's crucial to understand market trends to stay competitive."

**Utilize Resources:** To make effective use of available resources, especially human resources. Example: "We need to utilize our human resources more effectively to achieve our goals."

**Maximize Profits:** To prioritize profit generation while maintaining quality standards. Example: "Our priority is to maximize profits while delivering high-quality products."



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**Monitor performance:** To track and assess how well something is doing. Example: "The team regularly monitors performance metrics."

**Establish a presence:** To create visibility in a particular market. Example: "The company aims to establish a strong online presence."

**Assess risks:** To evaluate potential dangers or uncertainties. Example: "Before launching, they carefully assessed the risks involved."

**Provide feedback:** To offer comments or suggestions. Example: "The manager encouraged employees to provide feedback on the new process."

**Develop a strategy:** To create a detailed plan for achieving goals. Example: "The marketing team worked together to develop a comprehensive strategy."

**Optimize operations:** To improve efficiency in business processes. Example: "They hired a consultant to optimize operations."

**Expand market share:** To increase the portion of the market a company serves. Example: "The company's goal is to expand its market share through aggressive marketing campaigns."

**Implement Changes:** To put planned modifications or adjustments into action. Example: "The company plans to implement changes to its organizational structure for better efficiency."



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**Build rapport:** To establish a positive relationship with others.

Example: "The sales team worked hard to build rapport with potential clients."

**Reach out to:** To initiate contact with someone.

Example: "I'll reach out to the supplier to discuss pricing."

**Draft a proposal:** To create a formal document outlining a plan or idea. Example: "She spent hours drafting a proposal for the new project."

**Implement a strategy:** To put a planned approach into action.

Example: "The company decided to implement a new marketing strategy."

**Negotiate terms:** To discuss and agree upon specific conditions.

Example: "They sat down to negotiate terms for the partnership."

**Secure funding:** To obtain financial support for a project.

Example: "The startup successfully secured funding from investors."

**Forecast Sales:** To estimate or predict future sales figures.

Example: "Given the volatile market conditions, it's difficult to forecast sales accurately."

**Do Business:** To engage in commercial activities or transactions.

Example: "Our company plans to do business with international suppliers to expand our reach."

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