

Business learners say:

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Successful business people say:



Money	Choose the correct term: REVENUE/COSTS/PROFIT/CASH FLOW/
Waste of time/lose money	Time could be spent more effectively.....
Waste of money/lose money	This will increase costs (and reduce profits) <i>Try and be specific about costs – labour/recruitment/advertising</i>
They will make more money	This will generate more revenue/sales
This is risky	This may lead to....Although there is a chance of failure the benefits will be.... This is a high risk strategy Remember EVERY BUSINESS DECISION IS A RISK – you have to decide which decision will lead to greatest benefit or greatest chance of success
The advantages are more than the disadvantages	Although _____ he/she should _____ as this will lead to _____
Guaranteed success	This will increase the probability of success/more likely to be successful (success is never guaranteed in the world of Cambridge business)