

Business English Phrases which come from Heat

a hot topic

a topic which a lot of people are discussing

"I understand that this is quite a hot topic at the moment, so I have called a meeting tomorrow to discuss it."

to strike while the iron is hot

to make use of an opportunity immediately

"After receiving a lot of praise for my project, I decided to strike while the iron was hot, so I applied for a promotion."

to get into hot water

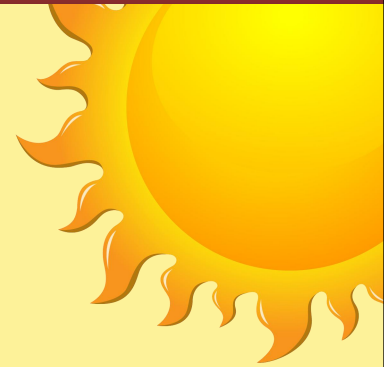
to get into trouble for something

"John got into hot water with his boss when he shared some confidential company information with a competitor."

to take (some) heat for something

to experience criticism for something

"The government has taken a lot of heat recently for some of their more questionable economic decisions."



Exercise - Business English Phrases which come from Heat

Fill in the gaps with the phrases from the previous page. You may need to change the verb tenses in some phrases to fit the meaning of the sentence:



Poor Sales for the Marquee Company

Marquees are a key feature of many outdoor summer events, but for one marquee company, this summer has not gone according to plan. Sales of marquees at one of the country's leading marquee companies have been falling since May, and management are trying to pinpoint the root cause of the problem.

The industry should be really booming during the summer months, so it appears that the sales team have so far failed to _____, especially considering some of the record profits recorded by the company's competitors in May and June.

Naturally, the sales team and the sales manager have _____ recently, and the sales manager has therefore called a meeting to discuss the situation next Monday and to search for solutions. The CEO _____ both with the sales team after she questioned the commitment of certain members of the sales force. Ever since then, company sales have become a _____ and an extremely urgent issue which must be resolved before the end of the summer season!

