

Business English Phrases with Hearts



to get to the heart of the matter

to get to the central or most important part of a topic

"We had an in-depth discussion, and we managed to get to the heart of the matter."



halfhearted

without any energy or enthusiasm

"We can't give a halfhearted sales pitch. We need to impress them with our passion."



to take heart from the fact that..

to take some encouragement or optimism despite a difficult setback

"You didn't get the job, but you should take heart from the fact that you got to the final round of interviews."



to have your heart set on something

to want something so much that you would be very disappointed if you didn't get it

"I had my heart set on a career in music, but I soon found that my talents lay elsewhere."



to learn something by heart

to learn something from your memory, without relying on notes

"I need to learn the presentation by heart."



Fill in the Gaps with the Phrases from the Previous Page

I did a presentation to the board yesterday in order to outline how we could improve our sales figures through a new sales strategy, which my colleagues and I have been drawing up over the last few months. Sales have been decreasing recently, so in the presentation I really wanted to _____ the matter concerning why this is the case, and how our strategy can improve it. I thought that I delivered a very convincing presentation with well-designed slides, and I spoke very fluently throughout due to the fact that I had learnt it _____.

I thought that the board members would be excited by our ideas. However, the response was not as positive as I expected. The reaction wasn't necessarily negative, but it was quite _____, with little enthusiasm. They said that they needed to discuss our strategy further, so I can _____ the fact that they didn't dismiss the idea completely. I will be extremely disappointed if they don't give our proposed strategy the green light, because I really _____ it.

