

Sales and Business Development English Jargon Quick Reference

Field-specific terms, contrast pairs, and high-pressure sentence frames

Audience: account executives, business-development representatives, sales managers, partnership teams, solutions consultants, channel managers, and revenue leaders

Focus: A sales and business development English curriculum for discovery, qualification, objection handling, pricing, procurement, enterprise buying committees, negotiation, partnership language, and CRM discipline.

Designed for advanced ESL learners who already use professional English and need industry-specific terminology, realistic meetings, role-play pressure, careful pushback, and polished workplace outputs.

Teaching stance: this is language and workplace-communication training, not legal, medical, financial, safety, or regulatory advice. Instructors should connect every scenario to the learner's current company policies, local rules, and approved procedures.

Nomenclature and Jargon

These are classroom working definitions. Learners should adapt wording to their organization's policies, systems, and local regulatory environment.

Discovery and Qualification

Term	Working meaning
discovery	Working sales and business development term used in discovery and qualification; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.
qualification	Working sales and business development term used in discovery and qualification; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.
pain point	Working sales and business development term used in discovery and qualification; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.
buying process	Working sales and business development term used in discovery and qualification; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.

Value Proposition and Use-Case Fit

Term	Working meaning
value proposition	Working sales and business development term used in value proposition and use-case fit; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.
use case	Working sales and business development term used in value proposition and use-case fit; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.
success metric	Working sales and business development term used in value proposition and use-case fit; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.
stakeholder	Person or group with an interest, risk, authority, or dependency in the work.

Objection Handling and Competitive Pressure

Term	Working meaning
objection	Working sales and business development term used in objection handling and competitive pressure; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.
competitor	Working sales and business development term used in objection handling and competitive pressure; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.
differentiator	Working sales and business development term used in objection handling and competitive pressure; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.
total cost	Working sales and business development term used in objection handling and competitive pressure; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.

Pricing, Discounting, and Approval

Term	Working meaning
discount	Working sales and business development term used in pricing, discounting, and approval; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.

Term	Working meaning
procurement	Working sales and business development term used in pricing, discounting, and approval; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.
margin	Working sales and business development term used in pricing, discounting, and approval; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.
approval path	Working sales and business development term used in pricing, discounting, and approval; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.

Enterprise Buying Committees

Term	Working meaning
champion	Working sales and business development term used in enterprise buying committees; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.
economic buyer	Working sales and business development term used in enterprise buying committees; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.
buying committee	Working sales and business development term used in enterprise buying committees; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.
forecast category	Working sales and business development term used in enterprise buying committees; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.

Negotiation and Contract Redlines

Term	Working meaning
redline	Working sales and business development term used in negotiation and contract redlines; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.
liability	Working sales and business development term used in negotiation and contract redlines; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.
indemnity	Working sales and business development term used in negotiation and contract redlines; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.
commercial term	Working sales and business development term used in negotiation and contract redlines; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.

Partnerships and Channel Development

Term	Working meaning
channel partner	Working sales and business development term used in partnerships and channel development; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.
exclusivity	Working sales and business development term used in partnerships and channel development; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.
pipeline	Working sales and business development term used in partnerships and channel development; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.
enablement	Working sales and business development term used in partnerships and channel development; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.

CRM Hygiene and Pipeline Reviews

Term	Working meaning
CRM	Working sales and business development term used in crm hygiene and pipeline reviews; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.
pipeline	Working sales and business development term used in crm hygiene and pipeline reviews; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.
close date	Working sales and business development term used in crm hygiene and pipeline reviews; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.
commit	Working sales and business development term used in crm hygiene and pipeline reviews; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.
slippage	Working sales and business development term used in crm hygiene and pipeline reviews; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.

Industry-Specific Meeting Moves

Situation	Useful language
Discovery and Qualification	Before we commit, I want to confirm discovery, qualification, the owner, and the evidence behind the decision. If pain, priority, authority, timeline, and business impact need qualification., I recommend we document the risk and agree on the next step.
Value Proposition and Use-Case Fit	Before we commit, I want to confirm value proposition, use case, the owner, and the evidence behind the decision. If use case, stakeholder value, success metric, and urgency need definition., I recommend we document the risk and agree on the next step.
Objection Handling and Competitive Pressure	Before we commit, I want to confirm objection, competitor, the owner, and the evidence behind the decision. If total value, risk, scope, implementation, and commercial terms need comparison., I recommend we document the risk and agree on the next step.
Pricing, Discounting, and Approval	Before we commit, I want to confirm discount, procurement, the owner, and the evidence behind the decision. If pricing policy, margin, term length, volume, and approval path must be reviewed., I recommend we document the risk and agree on the next step.
Enterprise Buying Committees	Before we commit, I want to confirm champion, economic buyer, the owner, and the evidence behind the decision. If decision criteria, legal, security, finance, and executive sponsor status matter., I recommend we document the risk and agree on the next step.
Negotiation and Contract Redlines	Before we commit, I want to confirm redline, liability, the owner, and the evidence behind the decision. If risk allocation, legal approval, insurance, and business value need decision., I recommend we document the risk and agree on the next step.
Partnerships and Channel Development	Before we commit, I want to confirm channel partner, exclusivity, the owner, and the evidence behind the decision. If territory, targets, enablement, economics, and performance gates need clarity., I recommend we document the risk and agree on the next step.
CRM Hygiene and Pipeline Reviews	Before we commit, I want to confirm CRM, pipeline, the owner, and the evidence behind the decision. If next step, close date, buyer evidence, and risk should drive forecast accuracy., I recommend we document the risk and agree on the next step.

High-pressure pushback frames

- I understand the urgency. The risk is that we move faster than the evidence or process supports.
- I am not blocking the goal. I am naming the condition we need before the decision is safe and credible.
- If we accept this risk, we should name the owner, document the assumption, and define the trigger for escalation.
- That may be possible, but not under the current scope, timeline, or approval path.
- Let's separate what we know, what we assume, and what still needs confirmation.

Contrast Pairs

Do not confuse	Useful distinction
discovery vs buying process	In discovery and qualification, define whether the discussion is about the current fact pattern, the controlling process, the stakeholder pressure, or the final decision.
value proposition vs stakeholder	In value proposition and use-case fit, define whether the discussion is about the current fact pattern, the controlling process, the stakeholder pressure, or the final decision.
objection vs total cost	In objection handling and competitive pressure, define whether the discussion is about the current fact pattern, the controlling process, the stakeholder pressure, or the final decision.
discount vs approval path	In pricing, discounting, and approval, define whether the discussion is about the current fact pattern, the controlling process, the stakeholder pressure, or the final decision.
champion vs forecast category	In enterprise buying committees, define whether the discussion is about the current fact pattern, the controlling process, the stakeholder pressure, or the final decision.
redline vs commercial term	In negotiation and contract redlines, define whether the discussion is about the current fact pattern, the controlling process, the stakeholder pressure, or the final decision.
channel partner vs enablement	In partnerships and channel development, define whether the discussion is about the current fact pattern, the controlling process, the stakeholder pressure, or the final decision.
CRM vs slippage	In crm hygiene and pipeline reviews, define whether the discussion is about the current fact pattern, the controlling process, the stakeholder pressure, or the final decision.