

AD IDIOMS 1

Task One. Match the idioms with the definitions. Write the letter.

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| 1. Close the deal ____ | a. To end a sales attempt |
| 2. Cut to the chase ____ | b. A low probability of success |
| 3. Long shot ____ | c. Persuasive presentation for selling a product |
| 4. Sales pitch ____ | d. Start humble and then make a lot of money |
| 5. From rags to riches ____ | e. Get to the point |

Task Two. Read the sentences and choose the correct idiom from Task One.

1. Let's _____. What's your final price?
2. Her hard work sent her _____.
3. Winning this contract is _____ but we'll try anyway.
4. The car dealer always uses the same _____.
5. We finally _____ on the new office lease.

Task Three. Read the sentences and choose the missing words to form the phrase.

1. She accepted the job just to get a foot _____ the door of the industry.
2. Don't worry. I have an idea. I have an ace _____ my sleeve.
3. Our ad campaign really knocked it _____ of the park.
4. The customer wants us to nail _____ the details.
5. The team wanted every thing to be _____ board.

Task Four. Look at the pictures and choose the correct phrase.



1. _____ 2. _____ 3. _____ 4. _____ 5. _____