

Phrasal verbs para ventas y negociación comercial

Inglés comercial para investigar cuentas, entender necesidades, presentar valor, negociar y cuidar la relación después del cierre.

20 usos contextuales	5 subtemas	12 conexiones
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Ruta de aprendizaje

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Escanea para abrir la lista web, consultar los otros significados de cada expresión y practicar con el quiz de 12 preguntas.

01 · Prospección

4 expresiones para este momento o función.

reach out

contactar

- 1 The account executive reached out to the operations director.
 - 2 We reached out to a former customer with a relevant product update.
- Conexión: 5 contextos · 2 sentidos

follow up

dar seguimiento

- 1 Follow up with every qualified lead within one business day.
 - 2 The representative followed the discovery call up with a concise recap.
- Conexión: 9 contextos · 2 sentidos

track down

localizar

- 1 The representative tracked the regional decision-maker down.
 - 2 Research helped us track the correct procurement lead down.
- Conexión: 3 contextos · 1 sentidos

size up

evaluar rápidamente

- 1 She sized the opportunity up before requesting a discovery call.
- 2 The manager sized the account up using its expansion plans and timing.

02 · Descubrimiento

4 expresiones para este momento o función.

find out

averiguar

- 1 We need to find out what is slowing the client's process down.
- 2 The discovery questions found out which approvals were still missing.

Conexión: 4 contextos · 1 sentidos

zero in on

centrarse con precisión en

- 1 The consultant zeroed in on the buyer's main operational risk.
- 2 We zeroed in on the process that created the most rework.

Conexión: 2 contextos · 1 sentidos

dig into

examinar en profundidad

- 1 Let us dig into the numbers behind the current workflow.
- 2 The team dug into the buyer's usage data before proposing a package.

talk through

analizar conversando

- 1 The buyer talked us through the approval process.
- 2 Can we talk the rollout risks through before discussing price?

03 · Presentación de valor

4 expresiones para este momento o función.

lay out

exponer con claridad

- 1 The proposal lays out the expected savings by quarter.
- 2 The seller laid the three service options out side by side.

walk through

explicar paso a paso

- 1 I will walk the client through the implementation plan.
- 2 She walked the committee through a realistic first-month scenario.

Conexión: 4 contextos · 2 sentidos

point out

señalar

- 1 The specialist pointed out two features that reduce manual work.
- 2 The demo points the reporting differences out without overstating them.

Conexión: 6 contextos · 3 sentidos

bring up

plantear

- 1 The customer brought up data residency during the demo.
- 2 I brought the renewal timeline up before the meeting ended.

Conexión: 6 contextos · 4 sentidos

04 · Negociación

4 expresiones para este momento o función.

work out

acordar o resolver

- 1 Both teams worked out a phased payment schedule.
- 2 We worked a support arrangement out that suited both teams.

Conexión: 3 contextos · 3 sentidos

come down to

depender finalmente de

- 1 The final decision will come down to security and support.
- 2 For this buyer, the choice comes down to implementation capacity.

throw in

incluir sin costo adicional

- 1 The vendor threw in an extra training session.
- 2 They threw two administrator seats in with the enterprise agreement.

back down

ceder en una posición

- 1 Neither side backed down on the service-level requirement.
- 2 The distributor backed down after reviewing the volume forecast.

05 · Cierre y fidelización

4 expresiones para este momento o función.

sign up

contratar o registrarse

- 1 The customer signed up for the annual plan.
- 2 Three regional offices signed up after the pilot.

Conexión: 2 contextos · 2 sentidos

follow through

cumplir lo acordado

- 1 The sales team followed through on every implementation promise.
- 2 Good account teams follow through when a customer raises a concern.

win back

recuperar un cliente

- 1 A tailored support plan helped us win the account back.
- 2 The company won several inactive customers back with a simpler plan.

Conexión: 2 contextos · 2 sentidos

check in

contactar para revisar avances

- 1 The account manager checked in after the first month.
- 2 Check in with the sponsor before the quarterly review.

Conexión: 10 contextos · 7 sentidos

Práctica transversal

Doce preguntas distribuidas entre todos los subtemas. Responde sin mirar la lista; después compara con las soluciones.

1. ¿Qué expresión significa **contactar**?
A. follow up B. size up C. track down D. reach out
2. Explica en español qué significa **find out** en esta frase:
We need to find out what is slowing the client's process down.
3. Escribe el phrasal verb que significa **exponer con claridad** en presentación de valor.
4. ¿Qué expresión significa **acordar o resolver**?
A. work out B. back down C. come down to D. throw in
5. Explica en español qué significa **sign up** en esta frase:
Three regional offices signed up after the pilot.
6. Escribe el phrasal verb que significa **dar seguimiento** en prospección.
7. ¿Qué expresión significa **centrarse con precisión en**?
A. talk through B. zero in on C. dig into D. find out
8. Explica en español qué significa **walk through** en esta frase:
I will walk the client through the implementation plan.
9. Escribe el phrasal verb que significa **depender finalmente de** en negociación.
10. ¿Qué expresión significa **cumplir lo acordado**?
A. sign up B. win back C. follow through D. check in
11. Explica en español qué significa **track down** en esta frase:
Research helped us track the correct procurement lead down.
12. Escribe el phrasal verb que significa **examinar en profundidad** en descubrimiento.

Soluciones: 1. reach out · 2. averiguar · 3. lay out · 4. work out · 5. contratar o registrarse · 6. follow up · 7. zero in on · 8. explicar paso a paso · 9. come down to · 10. follow through · 11. localizar · 12. dig into