

# Did You Know You Were Speaking 'Computer Industry'

As an outsider overhearing conversations at the **PC Expo**, it might be said that the Computer Industry communicates with its own language. Have you ever given much thought to the title of 'Big Hitter'? If you were a sports fan it could possibly mean: ' a baseball player with an excellent batting average ' or ' a basketball player that never misses a basket'. In the Computer Industry the term 'Big Hitter' describes a successful Sales Person that has an established account base and almost always attains and exceeds their quota. We will share with you many phrases, terms and expressions used within our industry and attempt to define their meaning. (We don't claim to know all of them, should there be others we are overlooking, please let us know).

**Locked and Loaded:** Motivated, ready to go to the next step. ( National Rifle Association slogan)?

**Hit the ground running:** No training required. (Donning SuperMan's cape and leaping from the Tallest building, no injuries sustained)?

**Out of Pocket:** Away from the office, unreachable for conversation. ( Car keys, pager, breath mints, etc)?

**Hit your numbers:** Attain given quota. ( Playing LOTTO)?

**My paper:** Resume'. ( Reading material for your commute to work)?

**Chat:** A conversation with someone that you are interested in exchanging information. ( Idle Conversation with your Manager)?

**Certs:** Authorized Manufacturers certifications. ( Breath mints)?

**Ramped Up:** Initial training to understand objectives to perform your job. ( Preparing for 15 car motorcycle jump)?

**What can you bring to the table?:** Do you have existing business and clients that will follow you wherever you are employed? ( Caterer,bottle of wine, silverware, china)?

**Shoot you a call:** A follow up phone call at a designated day and time. ( Morse code)?

**Run Rate:** The current rate that your selling activity is closing. (How quickly you run the 440 yard dash)?

**When the dust settles:** When the work environment returns to a normal state. ( Purging 15 years of paper files)?

**Downsizing/Blood bath:** Massive announced/unannounced layoffs occur within a corporation. (Upon successful completion of a lengthy diet/ Outdated WW1 movie re-run)?

**Clean House:** After management review, the decision to lay off employees that are not meeting company goals. ( Time to purge outdated files)?

Does it all make sense? Have you heard or even used these expressions? It is true that the English language is difficult to comprehend. We wonder what kind of language the automotive industry uses.....