

## Activity | 1 | What is an Elevator Pitch?.

### Businnes English 1.

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Software Development  
Engineering.



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# Introduction

Speaking a language different from our native language has become a necessity, English being the language that dominates in business, although others have had a boom, English is a necessary skill for every professional in the globalized world of business, since companies are no longer limited to interacting and doing business within a country, but are crossing borders. In that sense, English facilitates interaction between companies from different countries.

Globalization has happened with the Internet, forcing companies that want to compete internationally and be able to access other business opportunities to have their business page in English.

Nowadays, more than a competitive advantage, business English has become a plus in boosting the professional and social success of people and companies.

Having training in business English helps people to:

- Meet one of the priority requirements to apply for any position and have the language as a competitive advantage.
- Access to better job opportunities, inside and outside the country of origin.
- Gain confidence to make a presentation or carry out a negotiation.
- Improve performance when conducting a job interview.

The lack of English for business has some negative effects:

- Loss of opportunities for companies
- Decrease in income
- Low customer satisfaction due to not communicating effectively
- Problems in communication in person and by telephone

# Description

**Context:**

In the business world, you must be able to communicate quickly and precisely. An elevator pitch is a brief way to introduce yourself, getting across a key point or two, and making a connection with someone.

**Activity:**

Research and write about the main elements of an elevator pitch, its structure and its importance in the Business English environment.

**Note:**

Must be at least 200 words.

In this exercise, we will explore the elevator pitch, its principles, and its purpose. We will carry out the research, the work will be carried out using the Grammarly tool (in its free version), which is an American cloud-based writing assistant. Check for errors in spelling, grammar, punctuation, clarity, and other aspects of texts in English. In turn, it detects plagiarism and suggests replacements for identified errors.

I hope that this work meets the established requirements, which was very entertaining and very helpful since the English language is not one of my strong points and with this exercise, I can exercise myself.

# Justification

In this activity we will learn about the Elevator Pitch method, which is a short presentation speech that can not only be used for job interviews, in negotiations among other things.

English is not a language that I have mastered very much, so this exercise is very useful for me to learn and exercise in that language.

I found the work very entertaining, a lot of research and translation which I have done with the Grammarly tool which is very intuitive, has a lot of potential, and also in which we can not only check the spelling but also present other options to be able to capture your thoughts in a language that I don't know much about. The bad point is that it is the free version and it has a certain number of supports that it can provide and to have the document all reviewed it asks you to buy a license.

I liked the tool, which I didn't know about and it is very helpful not only for this exercise but also for my work reviewing manuals.

This work was uploaded to the following GitHub link

<https://github.com/CarlosNico/Business-English-I>

# Development

An Elevator Pitch is a speech or presentation that aims to be impressive, agile, and fast since it must last between 45 seconds and one minute, no more and no less. One of the main characteristics of the Elevator Pitch is that it wants to be clear, concise, and brief.

An effective Elevator Pitch explains how your new business is going to make a difference, but it is not enough to describe it, you have to tell it with direct and realistic messages. Above all, highlight your experience and strengths.

When writing it, the ideal is to use short sentences, with simple structures, agile verbal tenses, and persuasive words.

To construct your speech, you must be clear about the following steps so that your elevator pitch is effective.

1- Who are you? Name and surname.

2- What have you studied or what have you trained in? And what do you do? That is, what is your profession or what did you do in your last job? Since you have little time, there is no need to go into details, but you must describe well what you are or who you are on a professional level.

3- What can you contribute to the company? What are your strengths? What makes you special and differentiates you from other candidates? This point is critical so that companies see the differential value that you can contribute and the balance leans towards your candidacy.

Below we present the capture of the text in the Grammarly program



Untitled document

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## Review suggestions 3

Correctness

Clarity

Eng



Pro suggestions 11



You're out of free samples for today

We found 11 more ways to improve. Upgrade for unlimited access.

4

Punctuation

3

Clarity

2

Conciseness

2

Vocabulary



Get Pro

Ask me later



Change the wording on a professional level

## Conclusion

In today's work world, it is necessary to be prepared and in constant preparation. Learning and using the English language is of vital importance for personal and professional development since it is the language that is widely used in business for dealing and negotiating with suppliers, clients, or prospective clients.

Unfortunately, it is not one of my strong points and it must be attended to. These exercises help me use it and exercise. Additionally, in this exercise, you learned about the elevator pitch, which is a very important method for use in the work environment when it comes to presenting yourself correctly in a job interview and how to handle it or in a commercial negotiation.

Using the tool in this exercise made me notice that my use of commas in English is not correct and the program helped me remedy many of them.

I have a long way to go to improve my English dialect and I hope to learn as much as possible in this matter. Thank you teacher for the very informative class you gave.

This work was uploaded to the following GitHub link

<https://github.com/CarlosNico/Business-English-I>



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