

# **Activity 1 - What is an Elevator Pitch?**

## **Business English I**

### **Software Development Engineering**

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# Introduction

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The elevator pitch is one of the channels used to communicate the value of your business, it is designed to have communication tools always ready to take advantage of meetings, whether unexpected, or planned, and to impact your interlocutor with the right value for each situation, it is a speech or presentation that is intended to be impactful, agile, and fast since it should last between 45 seconds and one minute, no more and no less, one of the main characteristics of the Elevator Pitch is that it must be clear, concise and brief, its objective is to persuade the receiver of the message and reach him, to make him fall in love, but how? By transmitting passion for the idea or the story we want to tell.

The concept was created around the 1980s by Philip B. Crosby. It became popular in business education during the 1980s, and 1990s, and it is now used in the corporate world as a strategic tool for new businesses. Today it is a fundamental tool in all areas and an excellent example of how to adapt to the dizzying speed of the world in which we live, the purpose should not only be associated with selling, but also with generating interest in a project or an idea, or what is the same, that our 'brief' words help us to get an interview or a meeting in the future or to close a deal.

The goal is not to move others to adopt your idea but to offer something so compelling that it starts a conversation.

# Description

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In the business world, you have to know how to communicate quickly and accurately, without reaching arrogance, to be able to present a speech that is a brief way to introduce yourself, and thus be able to convey one or two key points, getting to connect with someone by getting their attention, taking into account the main elements of an elevator speech such as:

**Starting with a surprising statement**, which allows the beginning of a good conversation, **explaining who you are**, so that our interlocutor knows who he is talking to, **indicating what needs or problems are covered** with what you intend to propose, **mentioning what solutions are provided**, **confirming the main benefits** that someone would get with such a proposal, **state why you are the right person** (or your project is the right project). **Creating the preamble to call to action** of our goal and achieve the expected result in that short time of conversation.

The fundamental part on which an elevator pitch is based is the condensation of all the ideas of a project in a few words; this exercise requires a prior preparation, which is essential when the opportunity arises to communicate the full value of the business to potential clients.

A good preparation helps to recognize and define the most relevant talents, communicating them efficiently. The ability to make an impact with words will project an image of someone who not only masters your area of expertise, but also knows how to adapt your message to an audience with very little time.

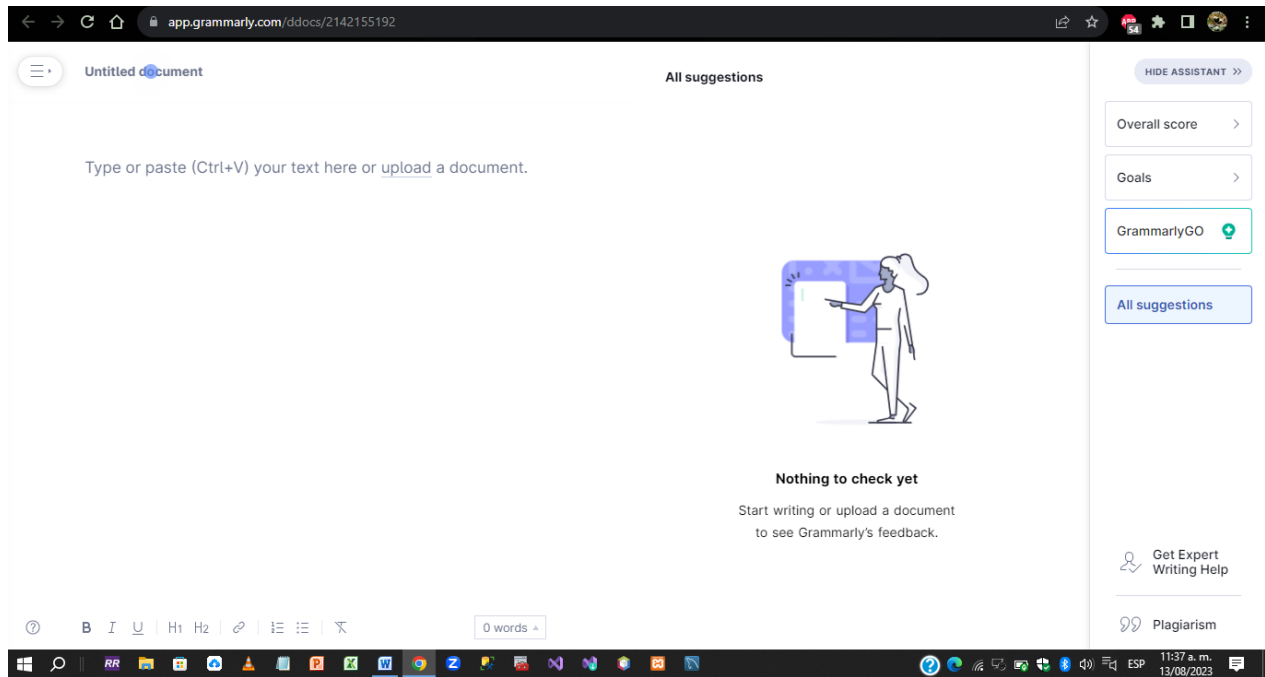
Conversely, if you don't have your message prepared it is akin to arriving at a job interview or networking meeting with a tug on your socks or dirty shoes. The clothes are the same, but the projected image does not connect with the interlocutor, keeping in mind that the first impression is almost always the one that counts.

# Justification

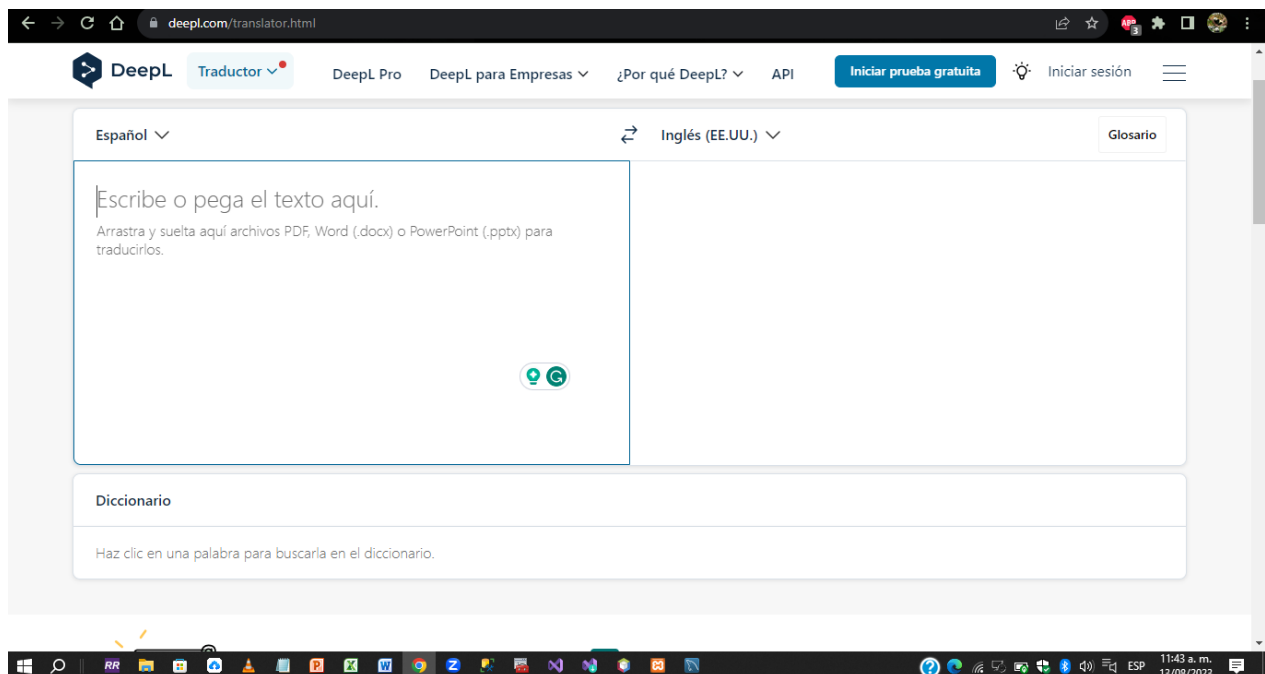
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It is important to consider this type of exercise as a key tool to be able to sell an idea or product, aiming to attract potential customers or people who could become interested in supporting the investment of our project in a short time of conversation, considering that there is always the right time for the opportunity, if you are prepared to identify it and make the most of it, the best way to obtain it is taking into account that there is always supply and demand in the market and that there will always be someone who requires some type of service or product, as well as who or whom can provide it, by projecting properly and leaving a good impression the expected result will be achieved, awakening the interest of our interlocutor, allowing to give continuity to our project or objective, achieving the benefit on both sides and there is a win to win relationship.

# Development



Using the suggested tools we will check the grammatical structure of our context to correct it so that it is simple and easy to understand.



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The elevator pitch is one of the channels used to communicate the value of your business, it is designed to have communication tools always ready to take advantage of meetings, whether unexpected, or planned, and to impact your interlocutor with the right value for each situation, it is a speech or presentation that is intended to be impactful, agile, and fast since it should last between 45 seconds and one minute, no more and no less, one of the main characteristics of the Elevator Pitch is that it must be clear, concise and brief, its objective is to persuade the receiver of the message and reach him, to make him fall in love, but how? By transmitting passion for the idea or the story we want to tell.

128 words

**Premium suggestions**

We found **6 additional writing issues** in this text available only for Premium users.

- 3 Punctuation in compound/complex sentences
- 2 Passive voice misuse
- 1 Word choice

**6**

[GO PREMIUM](#)

*"It's an online service that quickly and easily makes your writing better and makes you sound like a pro, or at least helps you avoid looking like a fool."*

**Forbes**

**87 Overall score**

Goals

GrammarlyGO

**Premium** 6

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156 words

**Premium suggestions** Back to all suggestions X

We found **5 additional writing issues** in this text available only for Premium users.

- 2 Punctuation in compound/complex sentences
- 1 Passive voice misuse
- 1 Improper formatting
- 1 Unclear sentences

**5**

[GO PREMIUM](#)

*"It's an online service that quickly and easily makes your writing better and makes you sound like a pro, or at least helps you avoid looking like a fool."*

**Forbes**

**94 Overall score**

Goals

GrammarlyGO

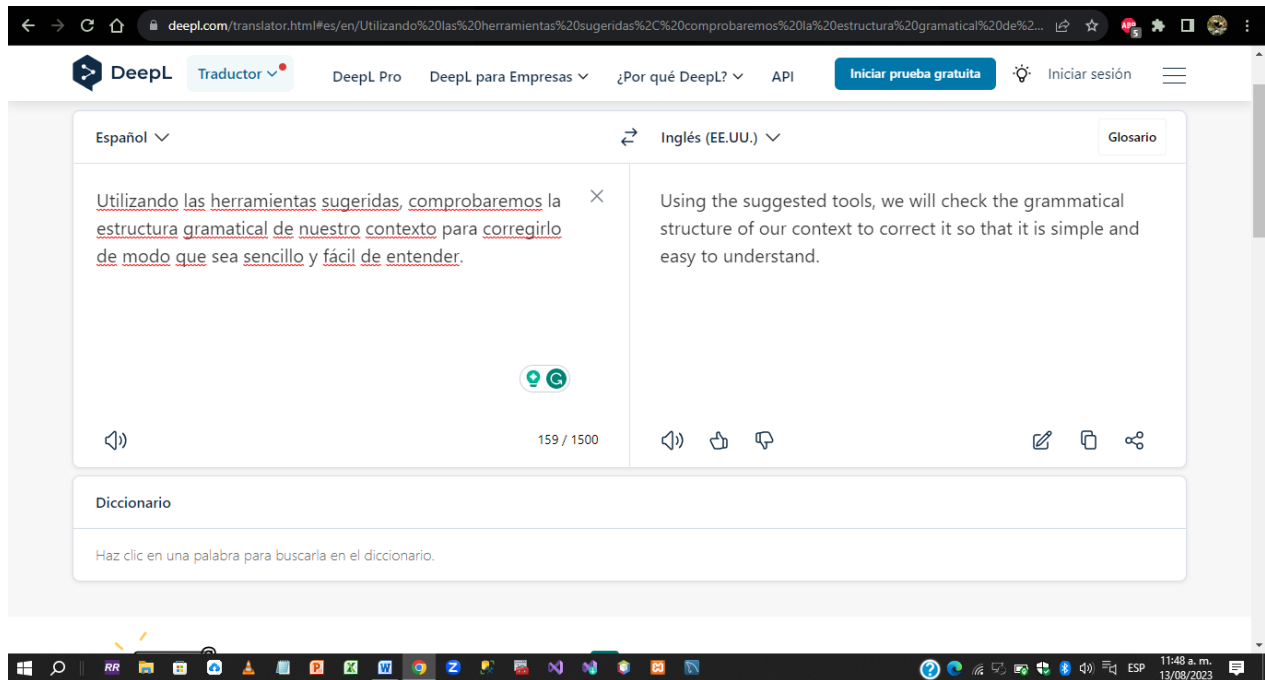
**Premium** 5

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# Conclusion.

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In conclusion, this type of tool will allow us to learn how to take advantage of and identify the opportunities we have every day to obtain new customers or prospects, either to meet a need or to obtain investment support for any idea we have in mind to develop and undertake it, as well as to improve or develop a product or service, getting the attention of our interlocutor and that he decides to grant his support or consumption.

Looking at it from another point of view, everything has the possibility of being sold, since a need always arises and there will be someone who can meet it, the important thing here is the power of conviction that must be had to take advantage of those brief moments that exist in every situation and to leave a good impression in order to create that curiosity and intrigue that allows attracting the attention of our prospects justifying briefly why the proposal and its benefits.

Git-Hub link:

# References

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