Activity [1] – [What is an Elevator Pitch?]

[Business English I]

Engineering in Software Development

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Introduction

The objective of this activity is to explore the concept, structure, and significance of the 'elevator pitch' as a crucial tool for grabbing attention in circumstances where we have limited time to present an idea effectively and convincingly, project, or ourselves. By acquiring this knowledge, we will be able to recognize the fundamental elements, apply good practices, and avoid common mistakes, all to execute a successful "elevator pitch".

We will also analyze the importance of adapting the message to the specific context and target audience, thus maximizing the impact of our brief presentation, highlighting the key points that generate interest and arouse the curiosity of the interlocutor. This activity will not only provide us with the necessary tools to communicate effectively in critical situations but will also allow us to improve our presentation and quick connection skills. Ultimately, by properly understanding and applying the "elevator pitch" technique, we will be prepared to take advantage of brief opportunities, make impactful connections, and stand out in environments where the ability to communicate concisely and persuasively is critical.

Description

Sales professionals understand the significance of not allowing certain opportunities to pass. The "elevator pitch" emerges precisely at these crucial moments, facilitating the concise explanation of a project, product, or service to attract new alliances and customers.

In connection with the present task, we have been entrusted with researching and drafting the fundamental elements of an "elevator pitch", its structure, and its relevance in the context of business English. It is important to note that this activity should be carried out in English, and for this purpose, we have the Grammarly tool, which will guarantee clarity, effectiveness, and absence of spelling and grammatical errors in our English writing. As an integral part of the task, it is required to incorporate the research done and a screenshot that evidences the use of this valuable tool. In addition, a personal conclusion is expected that addresses the acquired learning and how this knowledge will benefit our performance in the working environment.

Justification

As mentioned in the introduction and description, the "elevator pitch" is used as a concise presentation of a business project, ideally designed to fit the time of a lift ride. Now, it's crucial to explore tips that demonstrate how to captivate the audience at the recommended time. To get your audience to know more about your project, consider the following tips:

1. Summarizing who you are in one paragraph: Highlighting achievements, removing superfluous content, and focusing on the essence of the project is fundamental. The key is to highlight the relevance of the project.

2. Rehearse the project to perfect the presentation: Practice the presentation and polish it with the feedback of friends, colleagues, and family members will contribute to making the exhibition more natural and transmit total security.

3. Preparing answers: Anticipating questions and solidly preparing answers is essential to be ready for any questions the audience may have.

4. Be memorable: The presentation should leave a lasting impression; the public should remember who we are and what we propose. Therefore, the presentation should be clear and easy to understand.

5. Adapt to the audience: Using understandable vocabulary for the audience you're addressing is essential. This involves researching the interlocutors before designing the discourse.

Taking these recommendations into account will add significant value to the "elevator pitch", allowing it to achieve the desired objectives effectively.

Development

An "elevator pitch" is a short and effective speech designed to quickly communicate the value of a project or business. It can be considered as a summary that offers an overview of the business as well as strategies to achieve success. In a highly competitive business environment, having an effective "elevator pitch" makes the difference between attracting the attention of investors, customers, or collaborators and going unnoticed. It is a fundamental tool to convey the business proposal, generating interest and opening doors quickly and persuasively to key opportunities.

This discourse is also valuable in work situations, such as job interviews or professional presentations, allowing individuals to highlight their skills, experience, and value proposition in an impactful way. Key benefits include:

- ❖ It offers a unique opportunity to capture the attention of an objective and potentially interesting audience.
- ❖ It facilitates the initial presentation of an idea, which can then be further developed at a later meeting.
- ❖ It helps position itself as the best alternative to the competition.
- ❖ It allows us to offer a good impression from the beginning.

To take full advantage of these benefits, it is crucial to consider the key elements when creating an "elevator pitch":
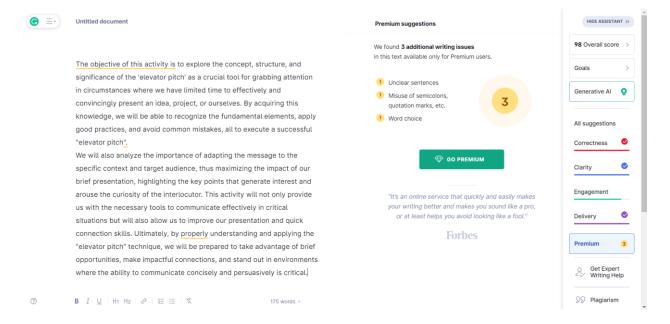
1) **Introduction:** Present yourself in a striking way to capture attention.
2) **Problem:** Make the need clear.
3) **Solution:** Explain how that need will be met and highlight the product.
4) **Why now:** Talk about relevant market trends.

5) **Differentiation of competitors:** Explain strengths against competition.

6) **Key people:** Introduce the people who drive the project.

7) **Roadmap and financial data:** Detail the status of the project, future milestones, and financial needs.
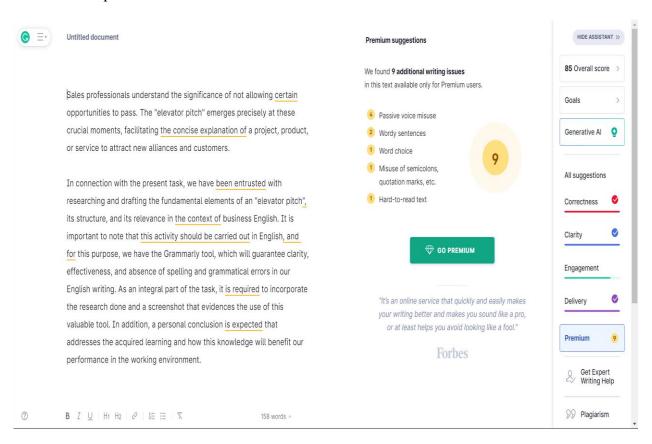
Keep in mind the importance of time in an elevator pitch. It is recommended to last between 30 seconds and a maximum of 2 minutes, enough time to capture attention and convey key points concisely.
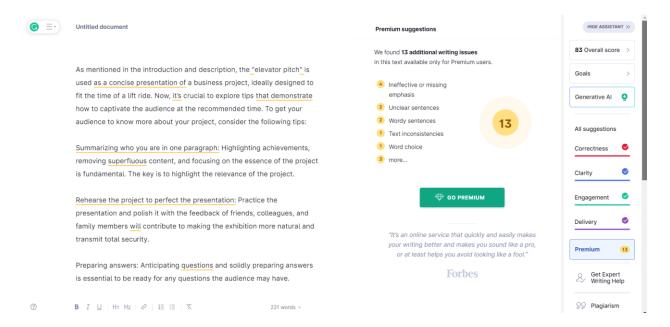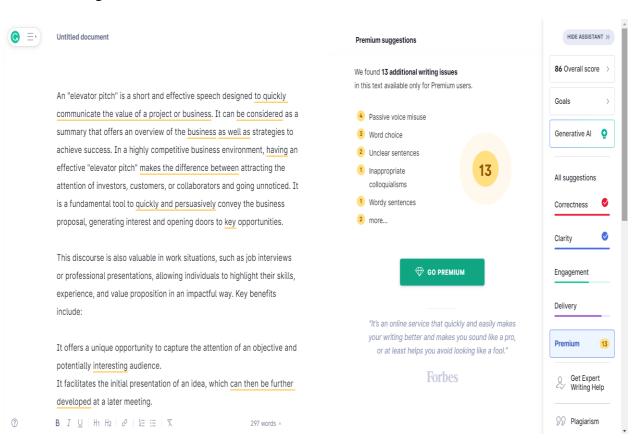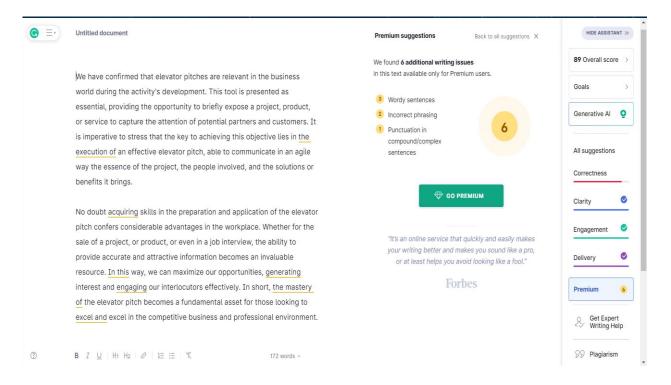
<u>Screenshot</u>

- Introduction

- Description

- Justification

- Investigation

- **Conclusions**

We have confirmed that elevator pitches are relevant in the business world during the activity's development. This tool is presented as essential, providing the opportunity to briefly expose a project, product, or service to capture the attention of potential partners and customers. It is imperative to stress that the key to achieving this objective lies in the execution of an effective elevator pitch, able to communicate in an agile way the essence of the project, the people involved, and the solutions or benefits it brings.

No doubt acquiring skills in the preparation and application of the elevator pitch confers considerable advantages in the workplace. Whether for the sale of a project, or product, or even in a job interview, the ability to provide accurate and attractive information becomes an invaluable resource. In this way, we can maximize our opportunities, generating interest and engaging our interlocutors effectively. In short, the mastery of the elevator pitch becomes a fundamental asset for those looking to excel and excel in the competitive business and professional environment.

172 words

Premium suggestions   Back to all suggestions ✕

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

- ③ Wordy sentences
- ② Incorrect phrasing
- ① Punctuation in compound/complex sentences

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

HIDE ASSISTANT ≫

89 Overall score ›

Goals ›

Generative AI ⬙

All suggestions

Correctness

Clarity ✓

Engagement ✓

Delivery ✓

Premium 6

Get Expert Writing Help

Plagiarism

Conclusions

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Link by GitHub: https://github.com/KathyaCh/ElevatorPitch.git

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