

Activity [2] – [Developing an Elevator Pitch]

[Business English I]

Engineering in Software Development

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Introduction

In the previous activity, we acquired an understanding of the concept of the "elevator pitch", its structure, examples, and key tips to carry out an effective "elevator pitch". Therefore, through this activity, we will put into practice this fundamental tool for the business environment.

As previously mentioned, the "elevator pitch" has as its main objective to present an idea, product, or service concretely, and to carry out this technique successfully, it is essential to make a preliminary preparation. This preparation becomes indispensable to be ready when the opportunity arises to communicate the full value of our business to potential customers. Solid preparation will help us recognize and efficiently define our most relevant talents, facilitating the effective transmission of them. At the end of the activity, we will be able to develop an "elevator pitch" that allows us to promote an innovative idea in our area of work and, at the same time become even more familiar with its structure.

Description

In the current context, the "elevator pitch" has established itself as a fundamental technique in the business sphere. It provides an effective way to communicate value ideas and proposals concisely, which can make a difference in investment opportunities, sales, business partnerships, and more.

Understanding the key elements and following the steps to create an effective one, we are prepared to highlight and seize unexpected opportunities on our path to business success. For this reason, in this activity, we are asked to promote an innovative idea using the "elevator pitch" structure. This idea should contribute to growth and accessibility in our workplace. It can be as simple as requesting resources within a department or proposing a symposium for people who need additional motivation. Each part of the structure must contain at least 30 words, and the presentation must be in English. For this, we have the support of the tool Grammarly, which guarantees us flawless writing and precise spelling throughout the development.

Justification

First impressions play a crucial role in various contexts, highlighting their importance in the business world. In this sense, the "elevator pitch" is positioned as an invaluable tool, allowing us to effectively impress in a short span about our product, service, business idea, or even ourselves.

This method is based on the AIDA model, an essential communicative principle in the field of marketing. With its components of attention, interest, desire, and action, the main objective is to describe the four stages that a customer goes through before making a purchase decision. The versatility of this technique makes it applicable both in meetings with potential investors and entrepreneurs and in any situation where meeting people can boost our professional progress. When used efficiently, the "elevator pitch" has several advantages, including the ability to convey a message quickly, arouse the interest of the interlocutor, and facilitate the creation of a solid business plan.

Development

1. Good afternoon. My name is Kathya Dominguez and I work at Coppel Human Resources. I manage everything related to the people who work in the company including recruitment, selection, welcome, promotion, and payroll.
2. Did you know that I oversaw recruiting 30 people for a seasonal position in less than a week? This allowed the company to have its full staff and the people who were hired to have a job for the holiday season.
3. I have been working in Coppel for seven years, I was a promoter of Afore Coppel and I got one of the first places in the region for joining more than ninety people in a month.
4. As you can see I am a person who likes to fulfill his goals, currently I have vacancies for cargo drivers but it has been difficult to obtain candidates for the requirements that are requested, so I need more economic resources to publish the vacancy in media, investing your resources will get different benefits since your staff will be filled in less time which means a greater profit for the company.
5. If you are interested in earning more for the company you can contact me at the following telephone number or email, I hope your call, you have an excellent afternoon.

Good afternoon. My name is Kathya Dominguez and I work at Coppel Human Resources. I manage everything related to the people who work in the company including recruitment, selection, welcome, promotion, and payroll. Did you know that I oversaw recruiting 30 people for a seasonal position in less than a week? This allowed the company to have its full staff and the people who were hired to have a job for the holiday season. I have been working in Coppel for seven years, I was a promoter of Afore Coppel and I got one of the first places in the region for joining more than ninety people in a month. As you can see I am a person who likes to fulfill his goals, currently I have vacancies for cargo drivers but it has been difficult to obtain candidates for the requirements that are requested, so I need more economic resources to publish the vacancy in media, investing your resources will get different benefits since your staff will be filled in less time which means a greater profit for the company. If you are interested in earning more for the company you can contact me at the following telephone number or email, I hope your call, you have an excellent afternoon.

Screenshot

- Introduction

The screenshot shows the Grammarly web interface. The document is titled "Untitled document" and contains two paragraphs of text. The first paragraph discusses the "elevator pitch" concept. The second paragraph states that at the end of the activity, the user will be able to develop an "elevator pitch" that allows them to promote an innovative idea. The Grammarly sidebar on the right shows a "Premium suggestions" section with a list of 11 issues: Word choice, Wordy sentences, Misuse of semicolons, quotation marks, etc., Misplaced words or phrases, Unclear sentences, and more... A large yellow circle with the number 11 is displayed. Below the list is a "GO PREMIUM" button and a quote from Forbes: "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." The bottom right of the sidebar shows the "Overall score" as 81, with a "Premium" badge indicating 11 issues.

Untitled document

In the previous activity, we acquired an understanding of the concept of the "elevator pitch", its structure, examples, and key tips to carry out an effective "elevator pitch". Therefore, through this activity, we will put into practice this fundamental tool for the business environment. As previously mentioned, the "elevator pitch" has as its main objective to present concretely an idea, product, or service, and to carry out this technique successfully, it is essential to make a preliminary preparation. This preparation becomes indispensable to be ready when the opportunity arises to communicate the full value of our business to potential customers. Having a solid preparation will help us to recognize and efficiently define our most relevant talents, facilitating the effective transmission of them.

At the end of the activity, we will be able to develop an "elevator pitch" that allows us to promote an innovative idea in our area of work and, at the same time become even more familiar with its structure.

162 words

Premium suggestions

We found 11 additional writing issues in this text available only for Premium users.

- 4 Word choice
- 2 Wordy sentences
- 2 Misuse of semicolons, quotation marks, etc.
- 1 Misplaced words or phrases
- 1 Unclear sentences
- 1 more...

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

81 Overall score

Goals

Generative AI

All suggestions

Correctness

Clarity

Engagement

Delivery

Premium 11

Get Expert Writing Help

Plagiarism

- Description

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Untitled document

In the current context, the "elevator pitch" has established itself as a fundamental technique in the business sphere. It provides an effective way to communicate value ideas and proposals concisely, which can make a difference in investment opportunities, sales, business partnerships, and more.

Understanding the key elements and following the steps to create an effective one, we are prepared to highlight and seize unexpected opportunities on our path to business success. For this reason, in this activity, we are asked to promote an innovative idea using the "elevator pitch" structure. This idea should contribute to growth and accessibility in our workplace. It can be as simple as requesting resources within a department or proposing a symposium for people who need additional motivation. Each part of the structure must contain at least 30 words, and the presentation must be in English. For this, we have the support of the tool Grammarly, which guarantees us flawless writing and precise spelling throughout the development.

161 words

Premium suggestions

We found 3 additional writing issues in this text available only for Premium users.

- 2 Wordy sentences
- 1 Unclear sentences

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

98 Overall score

Goals

Generative AI

All suggestions

Correctness

Clarity

Engagement

Delivery

Premium 3

Get Expert Writing Help

Plagiarism

- Justification

Untitled document

First impressions play a crucial role in various contexts, highlighting their importance in the business world. In this sense, the "elevator pitch" is positioned as an invaluable tool, allowing us to effectively impress in a short span about our product, service, business idea, or even ourselves. This method is based on the AIDA model, an essential communicative principle in the field of marketing. With its components of attention, interest, desire, and action, the main objective is to describe the four stages that a customer goes through before making a purchase decision. The versatility of this technique makes it applicable both in meetings with potential investors and entrepreneurs and in any situation where meeting people can boost our professional progress. When used efficiently, the "elevator pitch" has several advantages, including the ability to convey a message quickly, arouse the interest of the interlocutor, and facilitate the creation of a solid business plan.

151 words

Premium suggestions

We found **7 additional writing issues** in this text available only for Premium users.

- 4 Wordy sentences
- 2 Unclear sentences
- 1 Passive voice misuse

7

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

Generative AI

All suggestions

Correctness ✓

Clarity ✓

Engagement ✓

Delivery ✓

Premium 7

Get Expert Writing Help

Plagiarism

- Development

Untitled document

Good afternoon. My name is Kathya Dominguez and I work at Coppel Human Resources. I manage everything related to the people who work in the company including recruitment, selection, welcome, promotion, and payroll. Did you know that I was in charge of recruiting 30 people for a seasonal position in less than a week? This allowed the company to have its full staff and the people who were hired to have a job for the holiday season. I have been working in Coppel for seven years, I was a promoter of Afore Coppel and I got one of the first places in the region for joining more than ninety people in a month. As you can see I am a person who likes to fulfill his goals, currently I have vacancies for cargo drivers but it has been difficult to obtain candidates for the requirements that are requested, so I need more economic resources to publish the vacancy in media, investing your resources will get different benefits since your staff will be filled in less time which means a greater profit for the company. If you are interested in earning more for the company you can contact me at the following telephone number or email, I hope your call, you have an excellent afternoon.

Premium suggestions

We found **21 additional writing issues** in this text available only for Premium users.

- 4 Punctuation in compound/complex sentences
- 4 Word choice
- 2 Wordy sentences
- 2 Passive voice misuse
- 2 Incorrect punctuation
- 5 more...

21

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

74 Overall score

Goals

Generative AI

All suggestions

Correctness ✓

Clarity ✓

Engagement

Delivery

Premium 21

Get Expert Writing Help

- Conclusions

Untitled document

Through this activity, we approached the elevator pitch structure in greater depth and understood its value as a fundamental tool in the business field. This technique allows us to express our ideas, achieving a synthesis that captures the essence and enables us to present ourselves agilely, leaving a lasting impression on possible prospects. Mastering this technique and following its key steps will facilitate success where standing out and leaving a mark on others is relevant. For this reason, this learning is especially valuable when looking to sell a product or find employment, since the elevator pitch is presented as a perfect opportunity to show our strengths and present solutions to the needs of our interlocutors.

In short, the elevator pitch becomes an essential tool for any entrepreneur or professional looking to capture the attention of their audience in the shortest possible time. Through a clear, concise, and attractive presentation, we can convey a unique value proposition and open doors to promising opportunities.

162 words

Premium suggestions

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

2 Unclear sentences

1 Word choice

1 Punctuation in compound/complex sentences

1 Passive voice misuse

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

HIDE ASSISTANT

94 Overall score

Goals

Generative AI

All suggestions

Correctness

Clarity

Engagement

Delivery

Premium

Get Expert Writing Help

Plagiarism

Conclusions

Through this activity, we approached the elevator pitch structure in greater depth and understood its value as a fundamental tool in the business field. This technique allows us to express our ideas, achieving a synthesis that captures the essence and enables us to present ourselves agilely, leaving a lasting impression on possible prospects.

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In short, the elevator pitch becomes an essential tool for any entrepreneur or professional looking to capture the attention of their audience in the shortest possible time. A clear, concise, and attractive presentation can convey a unique value proposition and open doors to promising opportunities.

Link by GitHub: <https://github.com/KathyaCh/ElevatorPitchEstructura.git>

References

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<https://www.santanderopenacademy.com/es/blog/elevator-pitch-ejemplos-tienes-30-segundos.html>
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