



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.

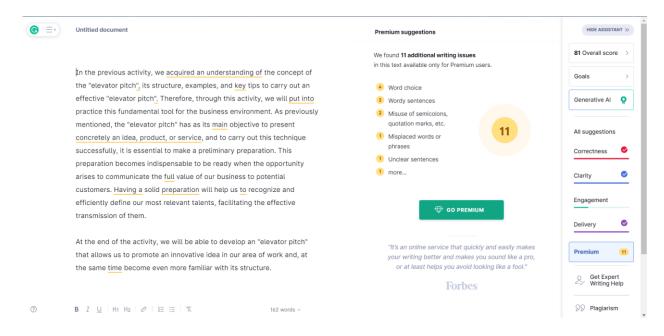
# Development

- 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.

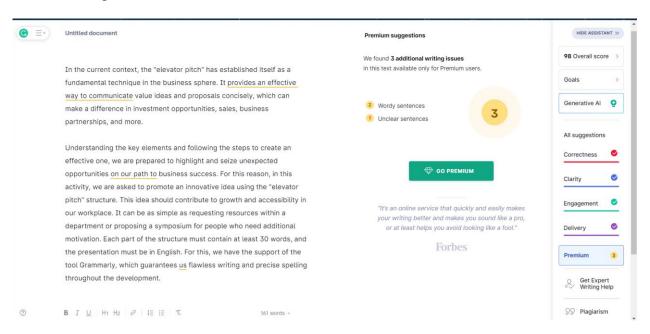
Good afternoon. My name is Kathya Dominguez and I work at Coppel Human Resources. I manage everything related to the people who work in the company including recruitment, selection, welcome, promotion, and payroll. Did you know that I oversaw recruiting 30 people for a seasonal position in less than 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

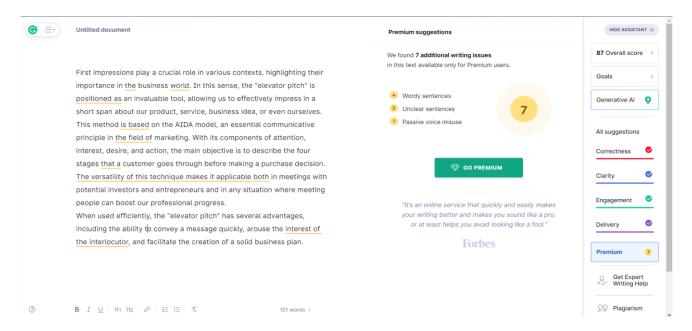
#### Introduction



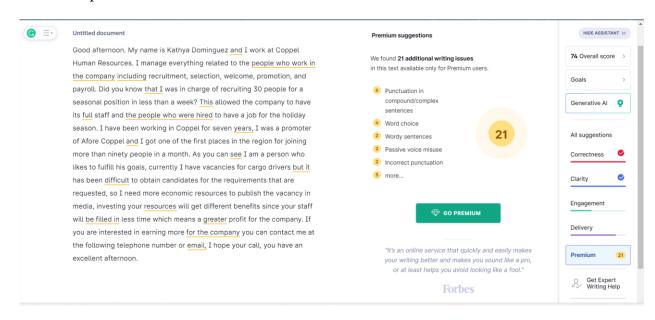
# Description



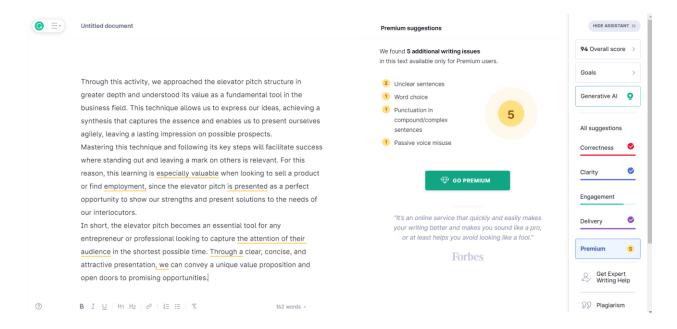
#### Justification



## Development



## Conclusions



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.

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. 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

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## References

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