

Activity 2 - Business English I

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Introduction

In the competitive world of business, the ability to communicate ideas quickly, clearly, and effectively is crucial to success. The elevator pitch is an essential tool in this regard, allowing professionals to present their ideas or proposals in a very limited time, usually in the span of an elevator ride, hence its name. This type of brief and persuasive speech is especially useful when seeking to capture the attention of key people, such as managers, investors or colleagues, who can make decisions that directly impact the development of the proposal.

The activity that will follow focuses on promoting an innovative idea that has the potential to improve growth and accessibility in the workplace. This idea can range from requesting additional resources for a specific department, to organizing motivational events that help employees reach their full potential. The goal is to describe this proposal using the structure of the elevator pitch, which includes identifying the problem or need, presenting the proposed solution, explaining the expected benefits, and a clear and compelling call to action. This structure will allow the idea to be communicated effectively, ensuring that the audience understands its value and feels motivated to support its implementation.

Description

The context of the activity places us in a business environment where effective communication is essential to promote ideas and projects. In a world where time is a limited resource, being able to convey a proposal quickly and accurately can make the difference between the success and failure of an idea. This is where the elevator pitch comes into play, a technique designed to capture the audience's attention in a matter of seconds, concisely presenting a solution or proposal that solves a specific problem.

The activity asks us to promote an innovative idea that contributes to growth and accessibility within our work environment. This idea can be as simple as requesting additional resources to improve a department's efficiency, or as ambitious as organizing a symposium that motivates and inspires employees. The key here is to structure the proposal in such a way that, in a few words, it is possible to communicate its value, its benefits and why it deserves to be implemented. By using the elevator pitch structure, we not only ensure that the idea is clear and compelling, but we also demonstrate our ability to think strategically and communicate effectively in a professional environment.

Justification

Employing the structure of the elevator pitch for the activity presented is essential due to the need for efficient communication in today's business environment. This technique allows ideas to be presented in a clear and concise manner, capturing the audience's attention in a limited amount of time. In a world where decision-making is fast and opportunities can be lost in seconds, having a well-structured elevator pitch ensures that the proposal is not only heard, but also understood and valued.

In addition, this type of solution encourages clarity in the presentation of ideas, helping to eliminate unnecessary information and focusing on what really matters: the problem, the proposed solution and the benefits it brings. This is especially useful when promoting innovative ideas, as it allows their value to be highlighted immediately, increasing the chances of obtaining the necessary support for their implementation. By using an elevator pitch, you also demonstrate a strategic ability in communication, which is highly valued in any organization. For these reasons, the elevator pitch is not only the ideal tool for this activity, but also represents an essential skill in professional development.

Development

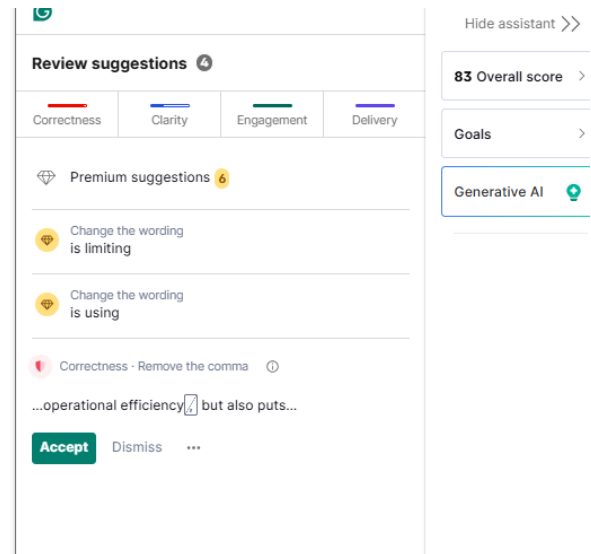
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1. Introduction (Hook):

In our sales department, we have observed that although our team is highly competent, the lack of modern technological resources is limiting their ability to reach their full potential. This not only affects productivity but also the morale of the team, which is constantly faced with technical challenges that could be solved with the right tools.

2. Problem identification:

Currently, our sales team is using outdated software and hardware that slows down processes, increases customer response time, and creates frustration among team members. This situation not only reduces operational efficiency, but also puts the quality of customer service at risk, which is essential for our competitiveness in the market.



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3. Solution proposal:

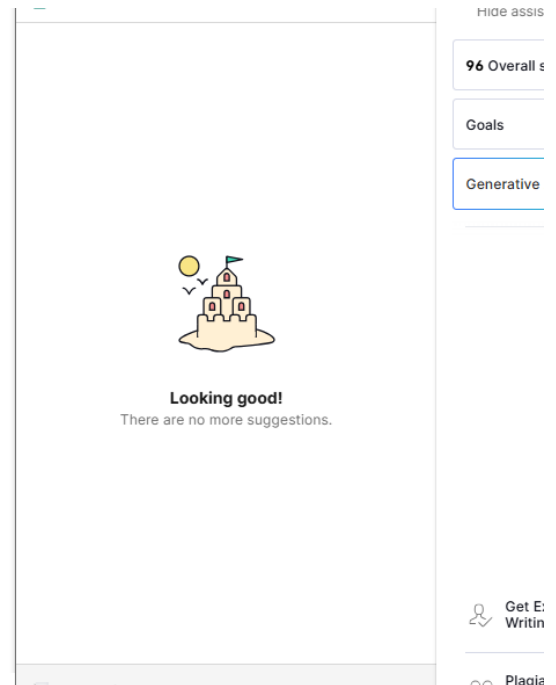
I propose a comprehensive update of the department's technological tools, including the acquisition of high-performance computers, the implementation of an advanced CRM, and training the team in the use of these new tools. These improvements will not only streamline internal processes but will also empower the team to deliver more agile and effective customer service.

4. Expected benefits:

With this update, we hope to reduce response times by 30%, increase customer satisfaction by 20%, and improve team morale by providing them with the tools necessary to do their jobs more efficiently. Additionally, greater efficiency in the sales department will directly translate into increased sales and retention of key customers.

5. Closing (Call to Action):

For our team to perform at their best and continue to drive company success, we need to invest in these technological resources. I ask for



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5. Closing (Call to Action):

For our team to perform at their best and continue to drive company success, we need to invest in these technological resources. I ask for your support in approving this updated proposal, which will be a strategic investment in the efficiency, morale, and performance of our sales department.

Conclusion

The activity highlights the importance of effective and strategic communication in the workplace, especially in a competitive environment where decisions must be made quickly. The elevator pitch is not only a valuable tool for presenting ideas concisely, but it is also a reflection of the ability to synthesize complex information and focus on the key points that really matter. In everyday life, this skill is equally essential, as it allows you to convey ideas, needs, and proposals in a clear and persuasive way, whether at work, in personal situations, or in any interaction where time and clarity are crucial.

Within the workplace, the ability to articulate a proposal effectively can make the difference between the successful implementation of an idea and its rejection. By practicing and mastering the elevator pitch structure, you strengthen your ability to influence decisions, gain the support of colleagues and superiors, and ultimately contribute to the success of projects and organizational goals. This activity not only reinforces the importance of strategic communication, but also underscores the need to always be prepared to take advantage of any opportunity to present our ideas in an impactful way.

