

## **Activity 3 - Business English I**

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## **Introduction**

In the dynamic and competitive world of business, the ability to communicate quickly and precisely is essential to capturing the attention of potential investors and clients. The elevator pitch is a strategic tool that allows entrepreneurs and professionals to present their ideas concisely and effectively in a short period of time, as if they were on an elevator ride with a potential business partner. This type of presentation should not only summarize the essentials of the proposal but also highlight one or two key points that emphasize the value and innovation of the idea, creating a memorable impact on the audience.

In this activity, after developing your elevator pitch, it's time to put it into practice. You will record a video or audio, lasting no more than a minute and a half, where you will present your innovative idea with clarity and persuasion. Make sure the audio quality is impeccable before sharing your recording via a Google Drive folder. This experience will not only help you refine your message but also improve your communication skills in front of potential investors and clients.

## **Description**

The activity presented focuses on the importance of effective communication in the business environment, specifically through the use of an elevator pitch. In the business world, the ability to convey ideas clearly, quickly, and convincingly is crucial for capturing the attention of investors and clients. An elevator pitch is a brief presentation that allows professionals to communicate the essentials of their proposal in a short period of time, which can be decisive in situations where time is limited.

What is requested in this activity involves not only creating an elevator pitch but also presenting it in an audiovisual format. This requires the participant to master the technique of condensing their message so that it is persuasive and memorable, all within a minute and a half or less. Additionally, the importance of audio quality is emphasized, highlighting the need to pay attention to every detail in the presentation, as any deficiencies could reduce the impact of the message. In summary, this activity aims to develop skills in synthesis and presentation, while also perfecting the ability to make a quick and effective connection with the audience, a critical competency in the business world.

## **Justification**

The use of an elevator pitch in the presented activity is essential for developing critical skills in the business environment. This tool allows participants to practice synthesizing and communicating key ideas quickly and effectively, a crucial requirement in the business world where opportunities to capture the attention of investors and clients are often brief.

Implementing this type of solution enables participants to refine their ability to convey the value of a proposal in a limited time, enhancing their skill in highlighting the most relevant aspects of their idea. Additionally, the practice of recording and reviewing the elevator pitch encourages constructive self-criticism and message refinement, ensuring that the presentation is clear, convincing, and professional.

This solution also prepares participants for real-world situations where the quality of communication can make the difference between capturing or losing an investor's attention. The development of this competency is not only useful in the context of brief presentations but also improves the overall ability to communicate ideas persuasively, which is vital for success in any professional field. Therefore, employing

this solution is fundamental for the comprehensive development of communication and persuasion skills in the business environment.

## **Development**

### **Link**

[https://drive.google.com/file/d/1KhRJm1AExgLRa2aOTB0L00E3JhzsbhKw/view?usp=drive\\_link](https://drive.google.com/file/d/1KhRJm1AExgLRa2aOTB0L00E3JhzsbhKw/view?usp=drive_link)

The lack of modern technological resources is a real problem in our sales department. This could potentially affect several of our projects in terms of productivity and morale. Our team does not have the right tools to solve many technical challenges that are common in our line of work.

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.

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.

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.

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.

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 of developing and presenting an elevator pitch is highly important both in the professional field and in everyday life. In the work environment, the ability to communicate ideas concisely and effectively can be the difference between the success and failure of a proposal or project. A well-crafted elevator pitch allows one to capture the attention of investors, clients, or colleagues in a brief period, facilitating the opening of new opportunities and advancing one's career.

Furthermore, this skill is valuable beyond the business environment. In everyday life, being able to present ideas clearly and persuasively is useful in a variety of situations, from job interviews to personal project pitches. Practicing the creation of a brief and convincing message fosters confidence in communication and enhances the ability to influence others.

In summary, the ability to develop and present an elevator pitch not only strengthens professional skills but also enriches personal communication abilities in various contexts. Clarity and persuasion in communication are essential skills that positively impact both the professional realm and daily life, facilitating success and influence in every interaction.

