

# **Activity [2] – [Developing an Elevator Pitch] [English for Business I]**

## **Software Development Engineering**

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## **Introduction**

In business, there has been significant progress in economic activity, with the goal of primarily generating profits from the sale or exchange of products and services that meet the needs of customers. These needs can be addressed using the methodologies employed in business.

The importance of individuals responsible for communication and interaction lies in their ability to expand the business and promote the offered service and product. It is essential for them to possess advanced communication skills, including proficiency in languages, as this facilitates a positive and engaging connection with investors, customers, suppliers, or anyone entering the printing center business.

Business circles will continue to grow regardless of the events happening in the world. It is essential for individuals to have knowledge that can bring benefits when negotiating. One of these skills is language proficiency, with a particular emphasis on English, which is the most widely spoken language globally. Having a strong vocabulary and grammar in English is crucial as it allows us to establish commercial and professional relationships, highlighting key points when exchanging information.

In this case, the information aims to provide a connection in the way of negotiating using the ELEVATOR PITCH technique. This technique can be applied to address issues within the printing center, as it is designed to be impactful, concise, and fast, with the goal of persuading the message recipient and reaching them. In this instance, we will focus on addressing the issues that occur in the printing center and ensuring proper execution of strategies to achieve positive results.

## **Description**

In business, various growth techniques have been developed. In this case, we will be working with the company Coppel in the area of statement printing. The company faces an issue with the production and sealing of documents. Approximately 1,000,000 statements are sent to the printing center. These statements are first printed on high-production machines, then taken to the sealing area for enveloping and packaging. The problem arises when they are sent to the supplier responsible for verifying that every single document has been sent. However, the boxes stored should contain 1,000

envelopes each, but sometimes they have fewer or more envelopes, so any excess or shortage is counted as a discrepancy.

The software engineer suggests to the manager that he request his department to create specialized software tailored to their needs. Their main concern is the incorrect counting of envelopes containing the statements. This software will be designed to be installed on the sealing and packaging machine for the documents. It will allow the machine operator to set an order for the machine to pause every 1,000 envelopes since the machines currently lack this function. Implementing this improvement is expected to have a positive impact on the overall performance of the printing center.

### **Justification**

The business world raises many questions about how to generate new ideas and projects that enable businesses to grow in a society that is constantly evolving and expanding. The goal is to find ways to attract individuals who can provide insight into implementing improvements in the business and promote their successful execution.

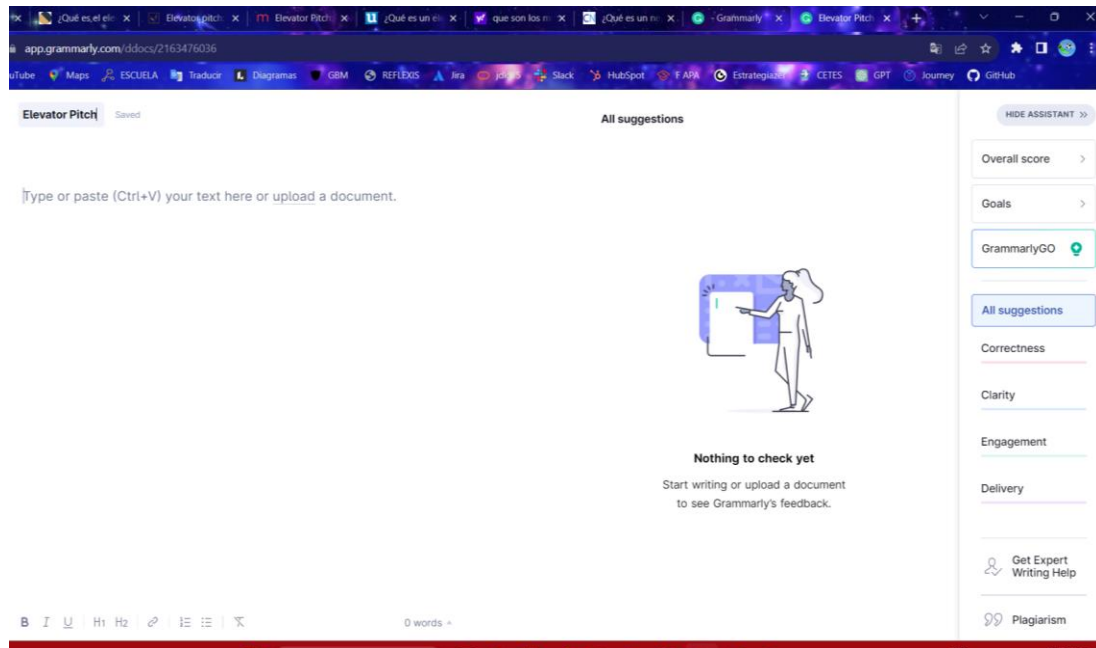
The benefits of the Elevator pitch are:

- It offers a unique opportunity to capture the attention of a targeted audience and make the topic potentially interesting.
- It allows you to provide a general idea and develop it more concretely in a later meeting.
- It helps position you as an alternative to your competition.
- It enables you to make a good first impression.

There are many methods to execute an Elevator pitch, such as for services or products, using the attention of a potential customer to persuade them to buy, as well as for investment, networking, or personal branding. This method can be useful in a job setting as well as in various related fields because it allows for dynamic communication while delving into many aspects of the topic at hand. This presentation technique summarizes

an idea clearly and concisely in a few seconds or minutes, serving as the starting point for the analysis of a new project.

## Account Grammarly



## Improving Performance and Accessibility: An Idea (Elevator Pitch)

Good afternoon, Manager. I am the software engineer Eduardo Padilla.

I am aware of the issues that have arisen in the printing center due to irregular results in the numbers when they are counted by the suppliers responsible for reviewing the product and the constant warnings from the general administrators of the pension fund service, to whom the production of the account statements is provided.

Therefore, I propose an innovative solution for your document sealing machinery, which will allow standardizing your processes. This solution mainly consists of specialized software that is compatible with your environment and the ecosystem of your document sealers. Its primary function will be to enable programming a counter that stops precisely after a certain number of envelopes set by the operator, in an easy and accessible manner.

To obtain this service, you will need to generate a report with the individuals responsible for financing and authorizing software created specifically for your needs, thus allowing my department to receive the order to program this project.

I invite you to consider this proposal, and I also provide my phone number in case you have any questions or suggestions so that we can clarify them directly. Thank you for your attention.

Presentation

### Free Grammar Checker

Ensure your English writing is mistake-free.  
Paste your text or start typing below to check for grammar, spelling, and punctuation errors.

Presentation

Good afternoon, Manager. I am the software engineer Eduardo Padilla.

Check your text

Check your text

We've found **0 writing issues** in your text.

Grammar

Spelling

Punctuation

Conciseness

Readability

Word choice

Additional writing issues

No plagiarism found

Go Premium

Problematic

It's GO time for generative AI writing assistance [Try GrammarlyGO →](#)

### Free Grammar Checker

Ensure your English writing is mistake-free.  
Paste your text or start typing below to check for grammar, spelling, and punctuation errors.

Problematic

I am aware of the issues that have arisen in the printing center due to irregular results in the numbers when they are counted by the suppliers responsible for reviewing the product and the constant warnings from the general administrators

Check your text

### Free Grammar Checker

Ensure your English writing is mistake-free  
Paste your text or start typing below to check for grammar, spelling, and punctuation errors.

results in the numbers when they are counted by the suppliers responsible for reviewing the product and the constant warnings from the general administrators of the pension fund service, to whom the production of the account statements is provided.

Check your text

Check your text

2

We've found **2 writing issues** in your text.

Grammar

Spelling

Punctuation

Conciseness

Readability

Word choice

Additional writing issues

No plagiarism found

Go Premium

4

## Solution

grammarly.com/grammar-check

grammarly Why Grammarly For Work For Education Compare Plans Tools & Guides My Grammarly Get Grammarly It's free

**Solution**

Therefore, I propose an innovative solution for your document sealing machinery, which will allow standardizing your processes. This solution mainly consists of specialized software that is compatible with your environment and the ecosystem of your document sealers. Its primary function will be to enable programming a counter that stops precisely after a certain number of envelopes set by the operator, in an easy and accessible manner.

**Suggestions**

Let's get started.

**Step 1:** Add your text, and Grammarly will underline any issues.

**Step 2:** Hover over the underlines to see suggestions.

**Step 3:** Click a suggestion to accept it.

Check your text

We've found **0 writing issues** in your text.

Grammar	✓
Spelling	✓
Punctuation	✓
Conciseness	✓
Readability	✓
Word choice	✓
Additional writing issues	✓
No plagiarism found	✓

Go Premium

## Financing

app.grammarly.com/dd

Financing

To obtain this service, you will need to generate a report with the individuals responsible for financing and authorizing software created specifically for your needs, thus allowing my department to receive the order to program this project.

**Premium suggestions**

We found **1 additional writing issue** in this text available only for Premium users.

1 Wordy 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 See performance

Goals Adjust goals

GrammarlyGO AI text generation

**All suggestions**

Correctness	Looking good
Clarity	Very clear
Engagement	Very engaging
Delivery	Just right

Check your text

We've found **2 writing issues** in your text.

Grammar	✓
Spelling	✓
Punctuation	✓
Conciseness	✓
Readability	✓
Word choice	✓
Additional writing issues	2
No plagiarism found	✓

Go Premium

## Call to action

The screenshot shows the Grammarly app interface. At the top, there's a navigation bar with a home icon, a lock icon, the URL 'app.grammarly.com/dd', a plus icon, a notification badge with '19', and a menu icon. Below this, the main content area is divided into three sections:

- Left section:** A document titled 'Untitled document' with the text: 'Call to acción. I invite you to consider this proposal, and I also provide my phone number in case you have any questions or suggestions so that we can clarify them directly. Thank you for your attention.'
- Middle section:** 'Premium suggestions' indicating 'We found 3 additional writing issues in this text available only for Premium users.' It lists three issues: 'Faulty tense sequence', 'Misplaced words or phrases', and 'Wordy sentences'. A large yellow circle with the number '3' is next to the list. Below this 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.'
- Right section:** A 'Check your text' button at the top. Below it, a green checkmark icon and the text 'We've found 0 writing issues in your text.' A list of checks follows: Grammar, Spelling, Punctuation, Conciseness, Readability, Word choice, Additional writing issues, and No plagiarism found, all with green checkmarks. At the bottom is a 'Go Premium' button.

## Revision language word in English

The screenshot shows a Microsoft Word document in 'Modo de compatibilidad'. The ribbon includes 'Archivo', 'Inicio', 'Insertar', 'Diseño', 'Disposición', 'Referencias', 'Correspondencia', 'Revisar', 'Vista', and 'Ayuda'. The 'Revisar' tab is active, showing options like 'Nuevos comentarios', 'Eliminar', 'Mostrar comentarios', 'Control de cambios', 'Mostrar revisiones', 'Panel de revisiones', 'Aceptar', 'Rechazar', 'Comparar', 'Bloquear', 'Restringir edición', 'Ocultar entrada de lápiz', and 'Notas vinculadas'. A 'Idioma' dialog box is open, showing 'Español (Estados Unidos)' selected. The document text reads: 'Actividad [2] - [Developing an Elevator Pitch] [English for Business I] Software Development Engineering'. The status bar at the bottom shows 'Página 2 de 3', '60 palabras', 'Inglés (Estados Unidos)', and 'Accesibilidad No disponible'.



## **Conclusion**

In summary, the Elevator Pitch served as a methodology that helped create an engaging dialogue that could be presented quickly and effectively to a group of people with a common purpose.

Its effective management of an elevator pitch is highly useful as long as all parameters are concise and simple to convey the message. Its usefulness can vary in different scenarios and contexts.

This process allowed for a more effective observation of how ideas or projects that can improve a standardized process are born, always with the goal of providing solutions to ongoing problems or presenting advancements in a sector. In this case, it was the statement printing center that was allowed to count the sealed envelopes in a more organized manner, ensuring that they would be packaged exactly as requested by the suppliers who review and distribute the product.

## References

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