



## Activity | 3 | Presenting an Elevator

### Pitch

#### Course name

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Software Development Engineering



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## **Introduction**

We will start with a question that covers the current subject: Why is English important in business? , to answer this question it is enough to analyze a little the role that has this language around the world, English for its historical weight in the economy, innovation and professionalism is cataloged as universal, many countries opt for an effective communication, ranging from a joint talk to a job interview and presentations, many technology or business programmes have English as their native language, In addition to going to another country where they speak that language the tourist has to learn it to communicate properly with other people. In this matter, we saw in depth the elevator pitch. Yes, the elevator pitch has had a great impact on all continents, more especially in countries that generate innovative and creative ideas. We have cases in the United States where speeches are spoken in their native language, Apple and Steve Jobs with their pitch about the iPhone that revolutionized technology, or maybe Microsoft presenting the Xbox console in a historic presentation. How we can observe a speech is a fundamental tool when proposing an innovative idea or project. With just a few seconds, you can change the course, and yes, an elevator pitch is as essential as human needs water.

## **Description**

You have to be in context; an elevator pitch goes hand in hand with a related term; if not, it is fundamental. What is a project pitch? It is when we explain or present some project that we have in mind, subtle and short, but that is understandable to the audience. It is a presentation where you combine balance, emotions, and elements of business. The best speech is one that explains a story, and it proposes solutions to problems in the shortest possible time. This can be represented graphically. After understanding this concept, let's go to the main thing: what is an elevator pitch? More precisely, a short description of an idea, product, or company where you explain the concept so that the recipient can understand it quickly. I am also helping to attract investors and executives.

The characteristics of an elevator pitch are as follows:

- The duration is approximately that of an elevator, ranging from 30 seconds to two minutes (a recommended elevator pitch is 1:30 seconds).
- The main attention in an elevator pitch should be short and direct. The first two lines are so important because they get the attention of the receiver.

The steps to create an elevator pitch are derived from the following:

- Presentation.
- Dedication and who you are.
- Explain what you want.
- Calls to action.

There are different types of elevator pitches according to what you want to present:

- Statistics: the pitch begins with a presentation revealing statistics.
- Elevator pitch with fun elements: if the subject is too complicated, you can use jokes to attract the audience.
- Emotional orientation of the elevator pitch: your explanation is based on the feelings of your audience, placing emotions.
- Proposal for an event: the presentation takes place at an event, and it has to attract the attention of your investors.
- For a job interview: describe your characteristics and skills, as well as why you should be hired.
- For sales: describe positive aspects of your product.

### **Justification**

With the concepts seen above these teach us the bases for the activities that we have carried out throughout the matter, create an essay of what is an elevator pitch through the features it possesses, make our own elevator pitch in which we present ourselves, we make known our product or idea according to what is selected and finally make the interested party approach that with us to engage and close the deal, For this final activity we are asked to record ourselves saying our speech with the different tools that have been given to us throughout the subject. Why is it important in these activities the above mentioned, why English as already said in the introduction is a universal language, is used in the most important countries and decisions, of course that Spanish is important but not used at an Apple conference, of Microsoft, Samsung or Intel, if our opportunity is to create an idea or that an investor is interested in our projects, certainly a great quality would be that in a speech or essay it was spoken in the dominant language, the pronunciation and pauses are the right way in which we can engage our audience and that they are doubting it do not see as their only and best option. From a talk of friends to the idea that will change the industry, such are the speeches; they are everywhere, and even you do not realize that we are almost always imitating or carrying out this process.

## **Development of document**

Elevator pitch written:

Good afternoon, I am Uziel Lopez, Manager and General Manager of the Sales Area at Samsonite. My job is to manage and keep our most loyal customers informed, providing prompt information and attention to situations that may affect the shopping experience. Did you know that major companies like Apple and Microsoft have apps to improve their customers' experience? The Samsonite app helps customers receive alerts, promotions, and feedback, as well as a chatbot to address their doubts, all from their mobile phone. It's that simple: download it on the available platforms and log in with any email account to enjoy the benefits. Thanks to its simplicity in design and quality updates, I assure you that the work will be easier and more professional than if you did it from other applications. Would you like to know more about all the benefits you can expect? I assure you that our commitment will be rewarded with customer satisfaction. I give you my business card and telephone number. I look forward to your message to collaborate and make your project grow with our application.

### **Access**

[https://drive.google.com/file/d/1V1YrxQetB-Z4d7jY-OI-W6x\\_LIW0ACmn/view?usp=drivesdk](https://drive.google.com/file/d/1V1YrxQetB-Z4d7jY-OI-W6x_LIW0ACmn/view?usp=drivesdk)

## **Conclusion**

Thanks to all the activities that have been carried out throughout this subject we have managed to learn enough not only English, but the way in which we can express ourselves to a small to large audience where we present ideas or projects for their interest to make them fall as a hook for both sides benefiting, this, in turn allows the development of our language both verbal and corporal, a posture, tranquility and professionalism makes a big difference between more adequate preparation and hasty improvisation, Not only are you more interesting but you show that you are the best and only option for your audience. In the last activity English is fundamental as a universal language for its impact on the world and history, I mean that appropriately pronouncing English can be somewhat tedious if it is not done regularly or practiced, it is not the same as Spanish, the words are not pronounced the same as they are written and that causes some confusion when practicing a conversation or saying the elevator pitch to perform the last activity, but no doubt learning new ways of expanding knowledge is interesting how much less.

**GitHub Link**

<https://github.com/UZLOP984/English-for-business.git>

## References

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