

Activity 3 - Presenting Elevator Pitch

Business English 1

Software Development Engineering

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1 Introduction.

In this final activity, we will continue to address the effective dialogue that meets all the characteristics that should include the elevator pitch, this dialogue will represent a dramatization of the main activity of the company we represent, which in this case is Coppel Juarez San Blas, the specific shop that will be promoted through the elevator pitch dialogue, with this final activity we seek to achieve the proper pronunciation for the English language, because to master this language is in 3 stages, first understand the writing in addition to having good grammar, then learn the correct pronunciation and the final stage is to practice and practice until you master the language.

This elevator pitch will be translated into English using the translator Deepl, from its web page, continuing with the previous activities in which the same translator was also used, this with the aim of having tools that facilitate the promotion of the company and also personal activities such as the creation of programmer that facilitate the sellers to follow up their personal sales results, it is therefore of utmost importance that in business people learn to translate from English to Spanish following the grammatical rules that each language has for a better understanding and comprehension, as well as mastering the correct pronunciation.

2 Description.

Because in the business world it is of utmost importance to communicate quickly, effectively and assertively to convey what we need to our customers or partners, for this business world, the English language is a globalized language, which is why in this activity we will develop an elevator pitch which aims to be effective, both in the native language and in a globalized language such as English.

To present this elevator pitch, it will be elaborated with the characteristics that an effective elevator pitch should require, which should be: creative, assertive, adapted to the time and above all it should give the required information to attract the attention of the client or investor. This elevator pitch will be elaborated firstly in the native language, which in this case is Spanish, then it will be translated into English by means of Deepl and Grammarly to ensure the correct translation and the pronunciation will be practiced by recording an audio with the dialogue specified in the elevator pitch.

3 Justification

By carrying out these activities, the aim is to master the English language as it is of utmost importance in the business world because it will greatly facilitate effective

communication in the native language, but mainly in a language as globalized as English, at present this language has taken a great importance in the business world since the country in which it has its main use is one of the main powers in the business world. For this reason, every possible client, investor or company that requires our services, even if they are from another country, will have a better communication since English is used as a second language in most of the countries of the world. It is for this reason that it is essential to learn English as a second language to have a better understanding in any field that we perform as professionals, it is worth mentioning and emphasizing that the English language has many variations, for this reason it is important to make a good translation and take care of the grammar when translating.

4 Development:

The elevator pitch that will be used to promote the main activity of the company that is represented, focuses mainly on having a good personal presentation, tell a brief story of what we like and what we know how to do and then propose solutions to customers or companies that we want to identify us and take us into account as the first choice over the competition. This elevator pitch is as follows:

Hello! I'm Domingo Reyes, I'm a Software Development Engineer, I help the sellers of the Coppel Juárez San Blas shop to keep track of their sales. One of my great passions

is to make programs that facilitate the tracking of their results to each seller so they can reach their goals, I have been fortunate to help the sales department to achieve their goals in the last 3 months, after constant failures in the department. If you are interested in achieving new goals for your business project and have a better control of your sales, you can find my contact details on the back of my card. I'll be waiting for your call, see you soon.

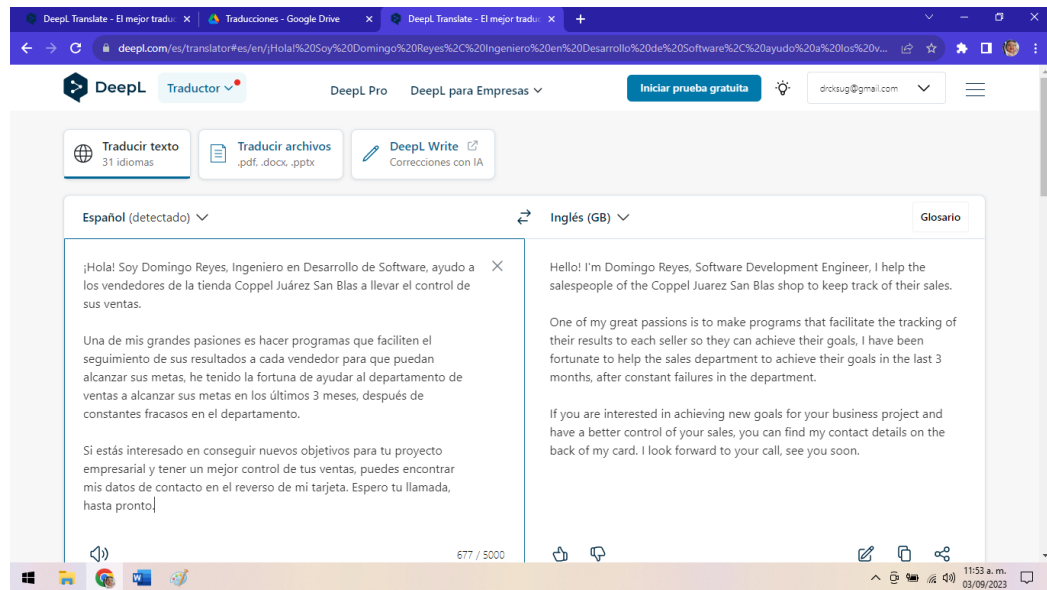
4.1 Access

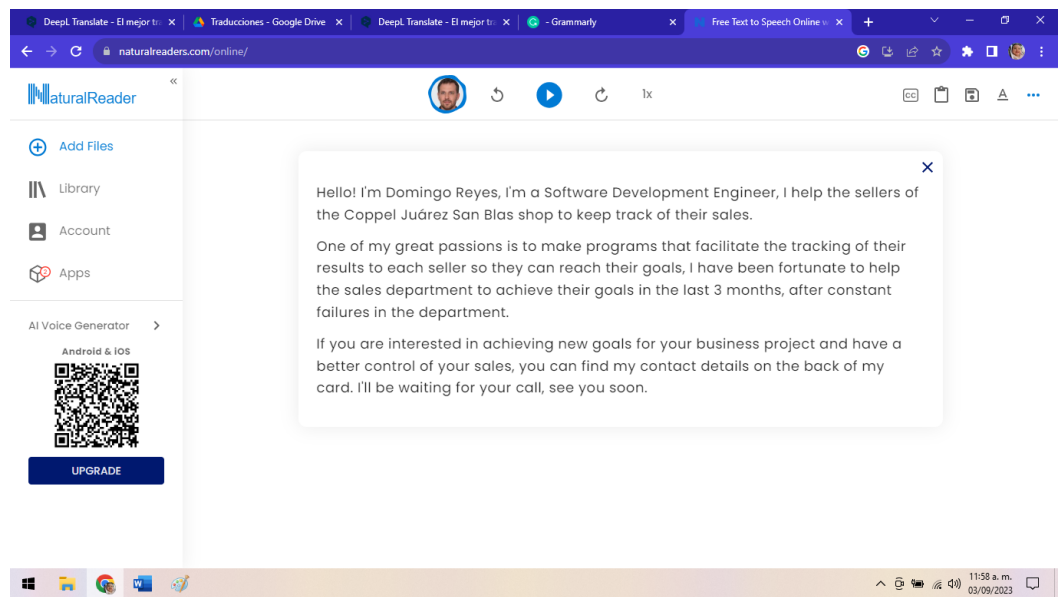
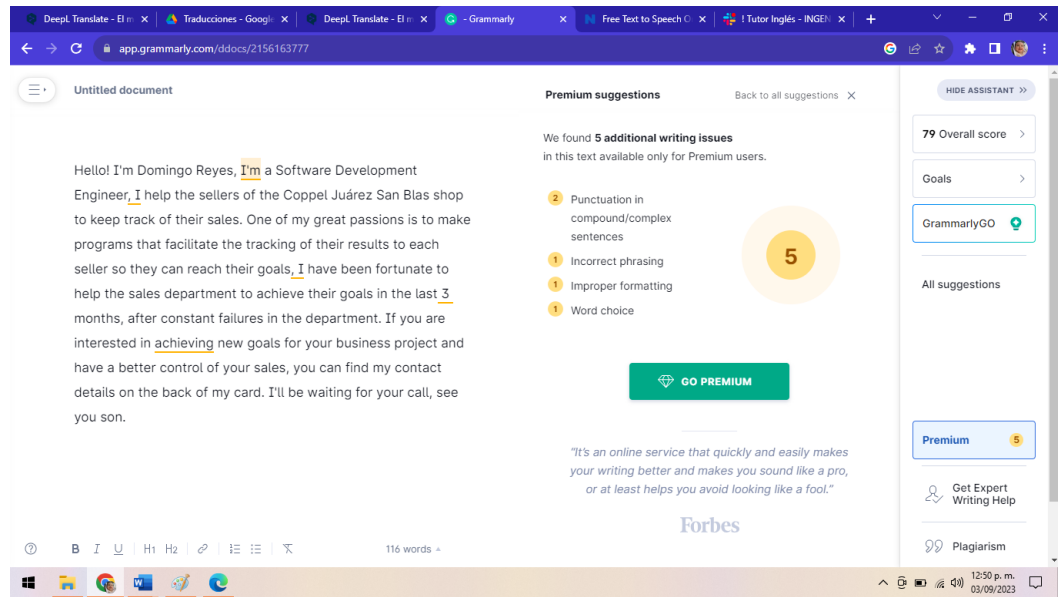
This elevator pitch was practiced in its correct pronunciation and the corresponding audio and video recording was made with the corrections provided to have a good pronunciation, these recordings can be found in the Google Drive folder at the following link:



<https://drive.google.com/drive/folders/1QpMJ40SCOaIRjorn7q7G15rJA3EqdUzq?usp=sharing>

4.2 Screenshots

The translation of the elevator pitch is done in DeepL, then the grammatical correction is done in Grammarly and the pronunciation is validated in Natural readers, which can be seen in the following images:





Compartir "Grabaciones"  


Agregar personas y grupos

Personas que tienen acceso


 Domingo Reyes (tú)
drcksug@gmail.com

Propietario

Acceso general

 Cualquier usuario que tenga el vínculo 

 Cualquier usuario de Internet que tenga el vínculo puede editarlo (acceso obligatorio)

Editor 

 Copiar vínculo

Listo

5 Conclusion

By performing these activities we acquire the necessary knowledge that as students of software development engineering we must understand about the English language as well as its translation and pronunciation correctly and effectively, following the essential grammatical rules for this language, during the development of this activity we will learn to use an elevator pitch that will allow us to give a brief description of our profile to have access to positions that require the use of English and to be candidates for these positions, Therefore it is important to learn English as a second language, since in the business world having two languages makes it easier to obtain better job opportunities, even for the position already held within a company, having a second language allows us as workers to have a conversation with

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customers or businessmen from other countries who visit our company and thus achieve better and more effective sales or investments of large employers.

This is the main reason why it is important to learn English as a second language, which, if we master it, will make it easier for us to have a better conversation with clients and businessmen from other countries who want to buy our products.

6 References

Laporta, A. (2020). Elevator Pitch: qué es y claves para elaborarlo paso a paso. *APD España*. <https://www.apd.es/que-es-elevator-pitch-y-como-elaborarlo/>

Obando, R. (2023, 25 abril). Elevator pitch: 12 ejemplos inspiradores para crear el tuyo. *hubspot.es*. <https://blog.hubspot.es/sales/elevator-pitch>

DeepL Translate - el mejor traductor del mundo. (s. f.). <https://www.deepl.com/es/translator>

Grammarly: Free writing AI assistance. (s. f.). <https://app.grammarly.com/>

Free text to speech online with realistic AI voices. (s. f.).

<https://www.naturalreaders.com/online/>

Activity upload in GitHub: