

Activity 1 -What is an elevator pitch?

Bussines english 1

Software Development Engineering

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1 Introduction

There are opportunities for success at all times, some allow you to attract new investors for your company and others make it easier to promote your product or service to specific customers for which it is intended, however, these opportunities for success occur at the most unexpected times, it is therefore of utmost importance that we are prepared to act when we are presented with these opportunities. Therefore, for this activity we will learn to use a technique that was developed many years ago, which is intended to make a personal presentation and that of our company in a very short time, this technique is known as an elevator pitch and consists of a dialogue that is shocking, agile and fast, which in turn does not exceed the limit of time it takes an elevator to get from the first floor to the top floor of a building, this time is approximately between 30 seconds to a minute.

Considering the subject Business English I of this same dialogue, a translation is made from the proposed page of deepl, from its website, to be able to reach any type of businessmen or customers without having a language limitation, that is why you will learn to master the technique of elevator pitch in English.

2 Description

The main objective of an elevator pitch is not precisely to move other people to take your idea, but the main objective is to offer an idea so attractive that it provokes the start of a conversation. The most effective elevator pitch is one that effectively explains how our business will make a difference for a client or investor, but it is not enough to explain it, it is about telling brief and realistic messages and above all this dialogue that is built in an elevator pitch, mainly should highlight your experience and a brief personal presentation and besides that, highlight the strengths of your company, you can also highlight the skills you have over other companies in the same line and why it is the best option to solve the problems of the future entrepreneur or client.

An effective way to tell an elevator pitch is to do it with short sentences, it must have a simple structure, it must have agile verbal tenses and words that persuade the client or entrepreneur, and it must be able to summarize the essential ideas and organize them in an attractive way.

3 Justification

As a manager of a Coppel store, learning to use concise dialogues such as the elevator pitch and especially for a store that is located in a tourist area where there is a diversity of languages as in the city of San Blas Nayarit, it is important to learn techniques that allow us to have an effective communication and offer all our products or services to our customers, Such is the case of the elevator pitch technique with which we can offer all the products of our store to any potential customer in any place where we can consolidate a conversation and that this is very brief, for this, learning to develop techniques that facilitate this dialogue is of utmost importance and value as it allows and facilitates effective communication between customer and the company which I represent. It should also be noted that, as a software development engineer, it will allow us to promote our particular services also within the same store or even for employees to promote the programs that have been developed to track personal results.

4 Development:

An effective way to attract important businessmen for our business or new customers or potential customers is through an efficient dialogue that allows these customers or businessmen important for the future or development of our company, this dialogue should be a brief, agile, and fast speech that should be expressed in a short period of approximately 45 seconds, This dialogue is commonly known as "elevator pitch" of which its origins are unknown, although many people attribute the appearance of this type of dialogues to the early 80's, this

coinciding with the takeoff of large investments in the market and the financing of high-risk projects initiated by major shareholders, mainly in the United States.

This Elevator pitch must be a speech or presentation that tries to be an impacting, agile, and fast speech, which must include within its main characteristics to be clear, concise, and brief, coinciding in these characteristics with the legend that was related to what it took an elevator Warren Buffet, from the first floor to the floor where the businessman or client to whom this elevator pitch should be addressed had his office.

The main objective of an elevator pitch is not precisely to move other people to take your idea, but rather the main objective is to offer an idea so attractive that it provokes the beginning of a conversation. The most effective elevator pitch is the one that effectively explains how our business will make a difference for a client or investor, but it is not enough to explain it, but rather it is about telling brief and realistic messages and above all this elevator pitch should highlight your experience and strengths of your company.

An effective way to tell an elevator pitch is to do it with short sentences, it must have a simple structure, must have agile verbal tenses and words that persuade the client or

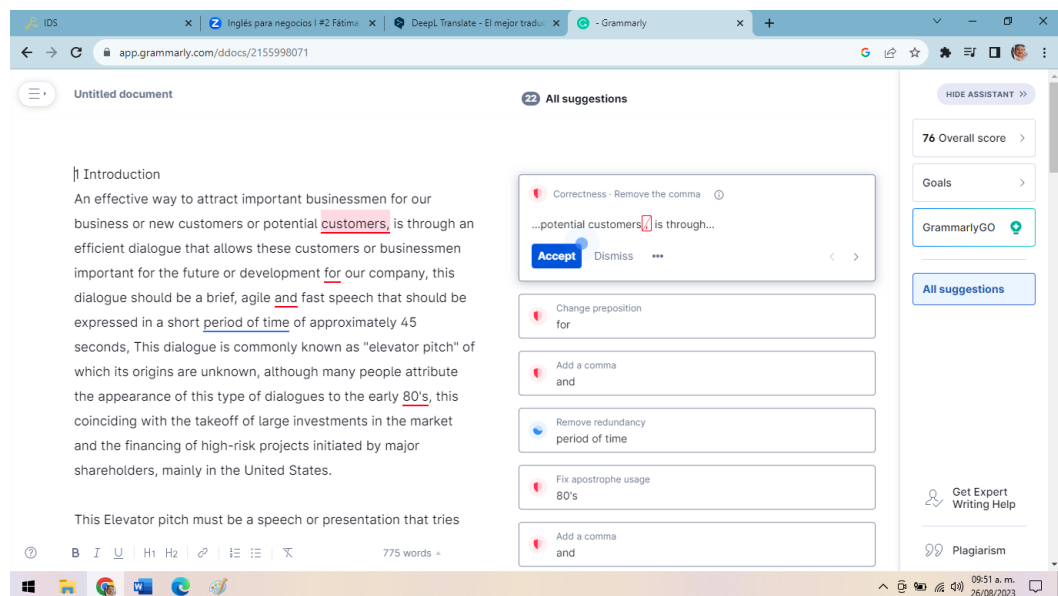
entrepreneur, and it must be able to summarize essential ideas and attractively organize them, the main characteristics that an elevator pitch should have been 5 and these are the following:

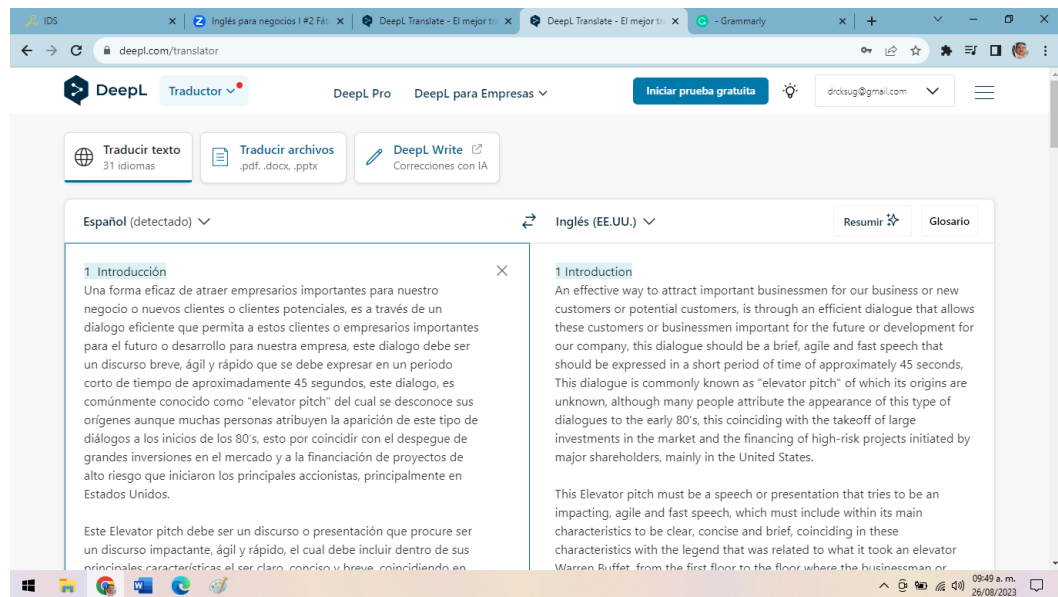
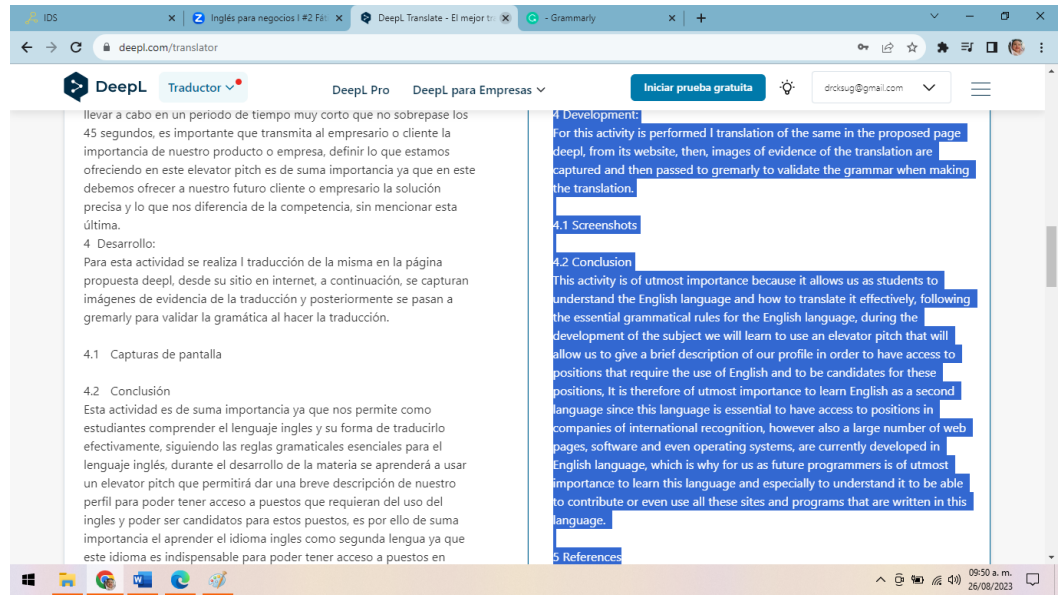
1. Creativity.
2. Assertiveness.
3. Adapt the time.
4. Knowing the employer or client.
5. Anticipate questions that may arise to have quick answers.

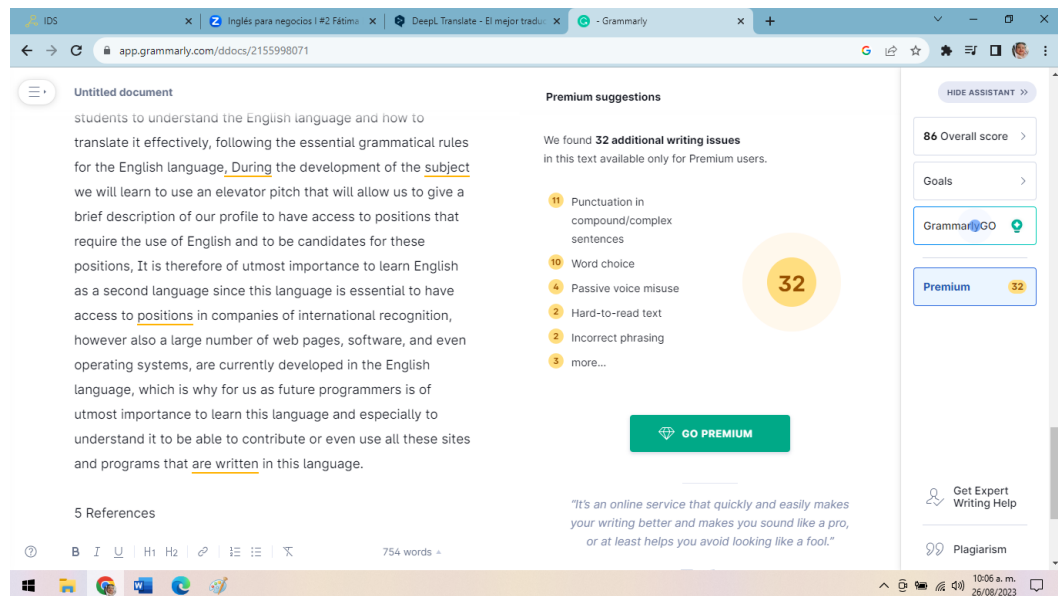
The importance of an elevator pitch with these characteristics is that it must be an effective dialogue that allows our future client or businessman to make a conscious decision that our business or company is the perfect option that meets his investment or purchase needs, as the case may be. Therefore, this elevator pitch must be creative and at the same time descriptive, allowing the businessman or client to know who we are, what we do, what company we represent, or what business we are proposing.

Because this dialogue should be clear, concise, and brief and should be carried out in a very short period that does not exceed 45 seconds, it is important to convey to the employer or client the importance of our product or company, defining what we are offering in this elevator pitch is of utmost importance because in this we must offer our future client or employer the precise solution and what differentiates us from the competition, without mentioning the latter.

4.1 Screenshots







4.2 Conclusion

This activity is of utmost importance because it allows us as students to understand the English language and how to translate it effectively, following the essential grammatical rules for the English language, During the development of the subject 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, It is therefore of utmost importance to learn English as a second language since this language is essential to have access to positions in companies of international recognition, however also a large number of web pages, software, and even operating systems, are currently developed in the English language, which is why for us as future programmers is of utmost importance to learn this

language and especially to understand it to be able to contribute or even use all these sites and programs that are written in this language.

5 References

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Activity upload in GitHub:

https://github.com/drcksug/BussinesEnglish1/blob/da07a58c6b2f76371b62ad229ca6312089fe2a8e/JoseReyes_A1.pdf