

Activity 3. Presenting Elevator Pitch

Business English I

Ingeniería en Desarrollo de Software

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Introduction

The ability to present a business idea concisely and persuasively is fundamental for any entrepreneur. In this context, the elevator pitch emerges as a crucial tool. An elevator pitch is a short presentation, approximately 30 seconds to 2 minutes long, designed to quickly capture the attention of an interlocutor and effectively communicate the essence of a project or business idea. Its name comes from the premise that the presentation must be short enough to be delivered for the duration of an elevator ride.

Developing an effective elevator pitch requires a clear understanding of the business value proposition as well as the ability to communicate that proposition concisely and convincingly. In this sense, the process of creating and perfecting an elevator pitch involves identifying the key points of the business, understanding the needs of the target audience, and structuring a message that is clear, memorable, and persuasive.

This presentation will address the process of developing an effective elevator pitch, from identifying the key elements of the value proposition to creating an impactful and memorable message. Strategies will be analyzed to capture the attention of the interlocutor from the first moment, as well as techniques to effectively convey the essence of the business in a limited time.

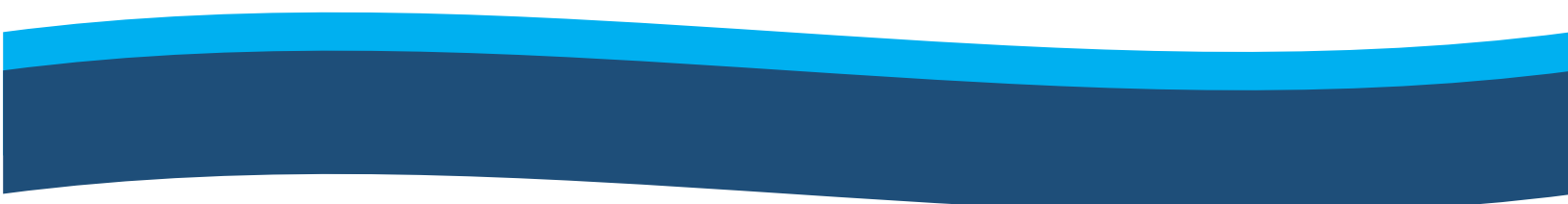


Description

In business, effective communication is critical to success. The elevator pitch, a concise presentation designed to convey a key message in a short time, is an invaluable tool in this regard. This speech, which usually lasts between 30 and 45 seconds, is an opportunity to capture the attention of your interlocutor, convey your message clearly and concisely, and establish a meaningful connection.

Imagine a scenario in which we want to promote an innovative idea to promote growth and accessibility in the workplace. We could come up with a solution like implementing a cloud-based project management system, which allows employees to collaborate more efficiently, access real-time information, and work from anywhere. This idea not only promotes growth by optimizing internal processes but also improves accessibility by removing physical and geographical barriers.

A well-crafted elevator discourse on this idea could capture the attention of the company's leaders, highlighting the benefits in terms of both growth and accessibility and generating interest in further exploring this innovative proposal.



Justification

The development of an elevator pitch is critical because it provides an effective tool to communicate our ideas, projects, or skills in a clear, concise, and persuasive manner in a limited time, typically the length of a climbing trip. This short speech allows us to capture the attention of our interlocutor immediately, effectively transmitting who we are, what we do, and what value we offer.

In a world where time is a scarce resource and people's attention is fleeting, having a well-developed elevator pitch can make the difference between going unnoticed or standing out. Whether we are looking for funding for a project, selling an idea to a potential customer, or looking for new job opportunities, an effective elevator pitch allows us to generate interest quickly and open doors.

In addition, the process of developing an elevator pitch forces us to reflect on our objectives, skills, and value proposition clearly and concisely. This not only helps us communicate more effectively but also strengthens our confidence in ourselves and what we have to offer.

Development

- **Access**

The audio file is located inside the Zip folder.

Good morning, I'm José Luis Pacheco, head of the collection call center in Coppel. In 2023, I led a project that reduced the expired portfolio of Coppel stores by 20%. Now, my goal is to improve phone collection management at Bancoppel.

After a thorough analysis with my team, we detected an increase in the cases of customers who do not pay off the credit card debt, which is damaging the credit in their digital wallet.

To address this problem, I have designed a project that includes creating accurate lines of communication and training staff, certifying and specializing them in interest rates, as well as advising customers on the correct handling of their credit cards.

The goal is to reduce the expired portfolio of Bancoppel credit cards by 25% in the next 12 months, to have a bigger number of loyal customers, and surpass even competing banks.

I would love to have the opportunity to introduce you to the project in detail. Would you be available to review it together in a meeting?

Conclusion

Practicing the pronunciation of the elevator pitch and recording it in audio to send it as a final project in English is not only crucial for academic success but also has a significant impact on the work environment and everyday life. By spending time perfecting pronunciation and intonation, students not only improve their language skills but also develop self-confidence in communicating in English.

The elevator pitch is an invaluable tool in the working world, as it allows it to present itself concisely and effectively in professional situations. By practicing this speech and recording it in audio, students not only improve their ability to communicate clearly and persuasively but also develop presentation skills that are essential in any professional field.

In addition, the practice of pronunciation and recording elevator pitches in audio also have a positive impact on daily life, as they improve the ability to communicate effectively in different social and professional situations. In short, spending time perfecting elevator pitch pronunciation is not only important for academic success, but also prepares students to confidently face the challenges of the world of work and everyday life.

References

La importancia del elevator pitch en reuniones y presentaciones corporativas. (2024, March 27). We Are Both; Both. People & Comms. <https://www.weareboth.com/importancia-elevator-pitch-reuniones-presentaciones-corporativas/>

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Enlace Github