

Delivering Effective Business Presentations



Assignment 06:

The E-x-p-a-n-d-e-d Elevator Pitch

Deadline: 9:00 AM Wednesday, Nov 10

Value: 54 points

Directions:

1. Read the articles and follow the format recommendation in “*The Perfect Format for the Elevator Pitch*” and the content suggestions in “*The Perfect Elevator Pitch.*” Develop an expanded pitch for an important client.

Structure the content of your pitch by classifying your information into the following sections. I’ve included guidelines for length.

Subject: Identify the subject of your pitch. Are you trying to sell an idea, a service, a product, a person? Give a brief explanation.

Target: Identify the person or group to whom you’re planning to pitch.

Objective: Identify the goal of your pitch.

Opening Catch: Write the attention-getting opening statement. (A single sentence.)

Solution: Write the attention-gaining solution that will generate interest in your idea or request. (Two sentences.)

Details: Identify the facts or details which will convert interest into trust. (Once sentence per item.)

Proposition: Write the offer. (Two sentences.)

2. Key your statement(s) in a MS Word document.
3. Add your name and assignment information to the top of the document.
5. Save the document as **Your Name Expanded Pitch** e.g. M Widdel Expanded Pitch
6. Upload the document to the D2L **Asgn 06 Drop Box** by the required deadline.

Criteria for Evaluation

Subject

- You have identified the subject of your pitch.
- A brief and clear explanation was included.

Target

- The target audience for your pitch was identified.
- The target is appropriate for the subject of the pitch.

Objective

- The goal of your pitch is stated.
- The goal is realistic and achievable, considering this activity
- The goal is well phrased

Opening Catch

- The opening statement is likely to capture the listener's attention because it focuses on the target listener.
- The catch is no more than a single sentence.
- The catch is well phrased.

Attention-Getting Solution

- Your solution gains trust and generates enthusiasm.
- As proposed, it is a solution to the problem or opportunity expressed in the opening catch.
- The solution is well-phrased.

Details

- Your details convert listener interest into trust.
- The details strengthen trust in you.
- The details are well-phrased.
- The details are concisely presented, not overwhelming to the listener.

The formatting of your submitted document reflected these factors:

- the document was saved in MS Word compatible format.
- your name and the assignment information was included at the top left of the page.
- the headings that were given in the assignment's format guidelines were used.
- the body text information was formatted with single spacing.
- a standard font and type size was used which made the document easily readable.
- spell-check was run successfully.
- grammar usage reflected professional business standards.

The document submission

- document was named as directed.
- assignment deadline was met.
- assignment was uploaded to the correct drop box.

An example showing format and content is presented here...

Mark Widdel, BUS 1121 Business Presentations
Assignment 5, Expanded Elevator Pitch

Overview of Expanded Pitch

Subject

Partner Solutions International. A non-profit organization that provides support for the untouchable class of people in Nepal.

Target

A business professional attending a conference who due to a previous discussion, I perceive to be a potential project volunteer.

Objective

Develop the individual's interest in learning more about this organization's projects for potential contribution either in time or money.

Opening Catch

I know a group of people in Nepal, members of the untouchable class, who could really benefit from your expertise.

Solution

Our organization, Partner Solutions, is working with a group of Nepali village people whose social class prevents them from knowing how to participate in their country's newly established democracy. You would be a perfect resource for these people.

Details

During last summer's visit to our adopted Nepali villages, we found that before we could focus on the issues of democracy, we needed to provide some measures of relief. Who worries about voting, when you don't have enough food or water?

- The people don't have enough fresh water wells – the people live with severe water rationing

- They have a very high infant mortality rate due to an underequipped medical clinic
- They farm depleted soil by hand, with tools made from buffalo bones.

They're in desperate need of help in learning how to create income-producing work.

Proposition

You're an excellent resource. Will you join our newly formed economic development committee?