

# THE ELEVATOR PITCH

Watch the video and complete the script

**Woman:** Whoo, hi!

**Man:** Hi.

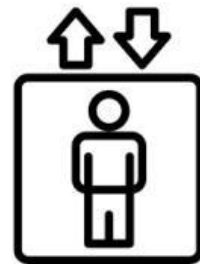
**Woman:** You're...uh Michael the \_\_\_\_\_, right?

**Man:** Yeah, do I know you?

**Woman:** Maggot?

**Man:** Oh, whoa. I was \_\_\_\_\_ for that.

**Woman:** Well, take. Hello, I've just finished a \_\_\_\_\_ in marketing and I'm looking for employment. In \_\_\_\_\_ turn \_\_\_\_\_. I'm an organised person and I know how to use a calculator. Are you \_\_\_\_\_?  
In brackets end of \_\_\_\_\_.



## About the pitch: Match the ideas

1.The woman didn't make a good impression because...

2.Her message was difficult to understand due to...

3.The main problem in her delivery was...

4.In her pitch, she was missing...

a. her reading off cards.

b. her poor skills, lack of practice and eye contact.

c. her accomplishments and strengths.

d. her body language was inappropriate.

The elevator pitch: Complete the summary with the following words

**STRENGTHS** **HOOK** **PERSUASIVE** **ACCOMPLISHMENTS** **SUCCINCT** **TAGLINE**

In order to give a good elevator pitch, you should be \_\_\_\_\_ but \_\_\_\_\_. Mention your \_\_\_\_\_ and \_\_\_\_\_ but don't forget to introduce your idea with an attractive \_\_\_\_\_. Finally, it is always a good idea to finish your idea with a \_\_\_\_\_.