



## Listen and learn!

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# Vocabulary trainer

Use our Key Words list to learn vocabulary from the current *Business Spotlight*.

NOUNS	<b>close-up</b>	a photo taken from a very short distance	Nahaufnahme
	<b>clothing line</b>	a range of clothes of a particular fashion brand	Bekleidungskollektion
	<b>elevator pitch</b> <small>US ifml.</small>	a very short presentation	Kurzpräsentation
	<b>interlocutor</b>	a person who takes part in a conversation	Gesprächspartner(in)
	<b>stage name</b>	the name by which an actor or performer is known	Künstlername (Bühnenarsteller(in))
VERBS	<b>back sb. up</b>	to support someone	jmdn. unterstützen
	<b>blackmail sb.</b>	to demand money or another benefit from someone in return for not revealing information that would harm them	jmdn. erpressen
	<b>contravene sth.</b>	to go against something	im Widerspruch zu etw. stehen
	<b>settle into sth.</b>	to start to feel comfortable in a situation or place	sich in/bei etw. eingewöhnen
	<b>subsist off sth.</b>	to live from something	von etw. leben, existieren
ADJECTIVES	<b>distinguishing</b>	being different or special	unterscheidend, besonders
	<b>perceived</b>	noticed	wahrgenommen
	<b>sane</b>	mentally healthy	(geistig) gesund
	<b>timely</b>	coming at the right time	zeitnah, fristgerecht
	<b>worthwhile</b>	rewarding	lohnend
EXPRESSIONS	<b>be top of the bill</b>	to be the main attraction	die Hauptattraktion sein
	<b>drive a hard bargain</b>	to negotiate toughly	hart verhandeln
	<b>in good repair</b>	in good condition	in gutem Zustand
	<b>in the blink of an eye</b>	very quickly, in almost no time	von einem Augenblick auf den anderen, im Handumdrehen
	<b>stand one's ground</b>	not to give up one's standpoint or position	sich behaupten

## KEN'S CORNER

## An elevator pitch

MEDIUM



An “elevator pitch” is a short, effective description that explains something simply, clearly and persuasively, often a business proposal. One urban myth suggests that it originated from the American industrialist Elisha Graves Otis, who invented a device for elevator safety. But it was first written down by Philip Crosby, author of *The Art of Getting Your Own Sweet Way*, in 1972. He got into an elevator with his CEO at ITT and persuaded him to listen to a proposal he had.

Prepare a positive elevator pitch describing your company, job and proposal in a few

sentences. Make it short, specific and very clear. Here's a simple example: “We specialize in IT business systems. We help you to become more successful by providing not only software, but also training and support. I am one of our trainers. I train customers in the use of our solutions that help to make your company's internal processes more efficient.”

Use positive words such as “successful” and “efficient”. And include “you” to put the listener in the position of one of your customers. It makes your elevator pitch more relevant to them.



**KENTAYLOR** is a communication consultant and personal coach. Contact: [keywords@business-spotlight.de](mailto:keywords@business-spotlight.de)

**CEO (chief executive officer)**  
► Firmenchef(in)

**device** [di'vaɪs] ► Vorrichtung

**elevator** ► Fahrstuhl, Lift

**get one's own way** ► etwa: seinen Kopf durchsetzen

**pitch** ► Verkaufsgespräch; -präsentation