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ISDN - A MONEY MAKER ?

ISDN Salesmen doing nothing / International Services demanded now

ISDN is not a product.

Recalling what the abbreviation really means : ISDN is intended as a new tool for higher quality and value-added services.

But, most of these services were originally designed by technicians without any assistance from the marketing people.

It is only now that the marketing people are arriving; and they are designing their sales strategies not only without the assistance from the technicians, but also without regard to the needs of the users, even though they allege to be speaking on their behalf. It is not too late, however, to mend these inconsistencies. Genuine success can occur, and will occur. It will occur when people finally start speaking with confidence about what ISDN does, rather than what it is.

Expose en anglais