

# Pre-Paid Long Distance

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### **Pre-Paid Long Distance**

The next money-maker in the long distance telephone business will be focused on the way we buy and pay for long distance service.

#### **PAY PHONES & OTHER STUFF**

In the last 4 years, technological advancement in telecommunications services has opened doors for entrepreneurs to make money selling Ma Bell's services.

Private-Party-owned Pay Phones spread like wildfire, and 25Cent-Per-Minute Long Distance Flat Rate Billing was introduced and gobbled up by an excited marketplace.

#### **PAY NOW, CALL LATER**

Pre-Paid Long Distance service is nothing more than a marketing person's dream of being able to charge for something that need not be delivered right away.

Here's how it works:

- 1) You walk into a convenience store and buy a Phone Card for \$10, or any denomination it is being sold.
- 2) When the time comes for you to use the card, simply dial the toll-free 800 number and enter the 14-digit code printed on the card.
- 3) An automated operator's voice comes on the line and announces that you have \$10 worth of long distance calling available to you.
- 4) A dial tone comes on and you enter the area code and phone number you want to call.

#### **PLUS & MINUS**

Pre-Paid Long Distance and collecting Phone Cards are now a big craze in Japan. Phone Cards are now being traded like baseball cards, with values in excess of \$1,000. Companies giveaway free long distance service as premiums and incentives, and then print their names on the Cards that they giveaway.

But in spite of all these fads, Pre-Paid Long Distance has some built-in disadvantages that need to be corrected to guarantee its success.

Here are a few:

- 1) We are a credit-based society. We are not accustomed to paying in advance for services we are not using at the time of purchase.
- 2) The rates marketing companies are charging are relatively higher than basic phone company rates.
- 3) As a business, long distance resellers and marketers will be competing for the same consumer "penny".

Mixed with something novel or commercially accepted, pre-paid phone cards may just make it big in the U.S.

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