



Letter from the Balkans

BROADBAND JOURNAL CAUGHT UP WITH OUR AMBASSADOR-AT-LARGE, BESIM LATIFI BASED IN KOSOVO TO FIND OUT WHAT'S HAPPENING IN THE BALKANS.



**BESIM LATIFI,
SCTE AMBASSADOR-
AT-LARGE**

When a sale is underway — or in some cases, not underway — there are plenty of areas one can examine but ultimately, it all comes down to communication.

In the art of sales, our goal is to solve problems, counter objectives and satisfy demands that come up during the negotiation process. How does this happen? Obviously, we learn a lot about how to sell, and through experience we encounter both moments of success and situations where the sale doesn't happen.

In communication, everything revolves around the interaction between people: giving and receiving information, converting thoughts into words, sending these messages effectively. In technology, we learn that interoperability — the ability of different systems to work together — is crucial. This only happens when devices 'speak' a common language through software.

Let's imagine sales work the same way: only good communication can build strong relationships with customers. Good communication means understanding ourselves, fully committing our time and energy to understanding what the customer wants and needs. If this cycle

is fully harmonised, the chances of a sale happening increase significantly.

The difficulty of human interaction and building trust is deeply rooted in our nature. Humans are wired to be suspicious and cautious when making decisions. Each interaction gives us a feeling about whether we should move forward with a deeper commitment.

In any sales process, two things require implicit trust: the product itself and the person representing it. If there is a discrepancy in either, obstacles to closing the deal will arise. Good sales happen when we not only sell the product but also create a feeling of being satisfied or even thrilled with the decision.

One of the most complex challenges is understanding why a sale does not happen. Are we self-aware enough to analyse honestly why we lose business? This step is crucial in a competitive environment.

The interaction between likeability, trust and positive feelings between buyer and seller forms the foundation of any deal. Without this foundation, progressing further becomes a real challenge. Trust

is a process that requires significant time and energy to build. Different cultures approach trust differently, but in business, it can often be measured simply: do we do what we say we will do? Every time we demonstrate reliability, trust naturally grows.

At the same time, mistrust can develop very quickly — faster than trust — because humans instinctively seek security. Often, our default is to mistrust first and only move toward trust gradually. Ultimately, anything good requires an investment of time and human energy.

Business is the art of communication and there will never be a perfect scientific formula or a single magic book that solves this beautiful, complex puzzle.

The art of communication is essential in all aspects of life and negotiation. Listening more than speaking creates a good atmosphere. Authentically showing interest in the conversation is a key ingredient for building strong relationships.

When we listen, we have more control over ourselves. We feel, we understand, we project needs and we balance

our wants with the needs of the other party. This creates a realistic, grounded environment and a positive feeling around doing business.

Sales is, at its core, the art of human communication, based on instincts honed over millennia — and no AI or future technology will ever fully replace or change that.

www.theSCTE.eu

SCTE Istanbul 2026

The exhibition in Turkey is progressing; so far we have received positive feedback from authorities showing interest in mutual cooperation and we are now working on the next stage of the process, working with the Association of Telecom in Turkey.

At this stage we are looking at securing a date in the second half of 2026.



Next Gen Networks Institute and Kosova Innovation Hub (KIH)



The Kosova Innovation Hub (KIH) is a modern and inclusive platform, established to foster innovation, technological advancement and the empowerment of youth in Kosovo. Founded by Next Gen Networks in partnership with the U.S. Embassy and the Municipality of Peja, KIH aims to serve as a reference centre for creativity, new ideas and sustainable development.

WHAT DOES KIH OFFER?

- Advanced training programs in information technology, mobile networks (5G), fibre optics, cybersecurity, and innovation management.
- Hands-on workshops for young people, students, and professionals looking to develop their technical skills and leadership abilities.
- International events such as Girls in ICT, Innovation Days, and Tech Bootcamps, bringing inspiration and

networking opportunities with global experts.

- Mentorship and networking programs for startups, new businesses and individuals aiming to enter the tech industry.
- Access to cutting-edge technologies and educational platforms like TechTonic Edu, enabling participants to gain certified knowledge.

KIH'S VISION

To build a new generation of digital leaders who are not only prepared for the global job market but who also contribute to Kosovo's economic growth and sustainable innovation.

OUR MOTTO

"Empowering ideas, driving innovation, building the future."

