

HOW TO USE THIS FACILITATOR GUIDE

This guide is used to assist facilitators in delivering topics to learners in a clear and efficient manner. Facilitators will need to perform the following tasks prior to the start of the course.

- Read through the facilitator guide.
- Confirm you have access to the tools and resources.
- Practice using the tools and resources to support the delivery of the key topics.

The Ready! content was designed with both **T-Mobile Corporate-Owned Retail (COR) & TPR employees** in mind. But there are a few **topics that apply to COR employees only**.

This guide will identify those topics in the **Topics, Tools, & Time section** & throughout the guide with **(COR ONLY)**. When a topic is identified as **(COR ONLY)**, TPR trainers are encouraged to use this time to deliver the topic objective as it aligns with their business.

Key Terms	What it Means for You
PURPOSE	Provides the WIIFM of the topic and/or activity.
TIME	Indicates the approximate time for the activity.
ASK	Ask the learners this question and wait for responses.
EXPLAIN	Use your own words to deliver the content.
ACTION	Indicates a task the facilitator must do.
INSTRUCTIONS	Provides steps on how to complete an activity .
DEBRIEF	Guided discussion to gauge knowledge retention.

STANDARD MODULE FLOW



TOPICS, TOOLS, & TIME

Topics	Tools	Est. Time
Intro		0:30
Introduce the topic for today.	<ul style="list-style-type: none"> Facilitator Guide & Participant Guide Presentation 	
DIY Activity		1:00
<ul style="list-style-type: none"> WBT Debrief 	<ul style="list-style-type: none"> Facilitator Guide & Participant Guide Presentation Own Our Network WBT in Cornerstone Backup C2 pages in case of technical issues with WBT: <ul style="list-style-type: none"> Our Network Rally Cry: UFC <ul style="list-style-type: none"> https://tmobileusa.sharepoint.com/sites/network/Pages/U-F-C.aspx T-Mobile Cleans Up in Ookla & OpenSignal Reports <ul style="list-style-type: none"> https://www.t-mobile.com/content/t-mobile/corporate/news/articles/2018/07/ookla-opensignal-2018.html Proof Positive. T-Mobile Does Unlimited Better. <ul style="list-style-type: none"> https://newsroom.t-mobile.com/news-and-blogs/tmobile-best-unlimited-network.htm Network FAQ <ul style="list-style-type: none"> https://tmobileusa.sharepoint.com/sites/network/Pages/All-FAQ.aspx T-Mobile Network Bands <ul style="list-style-type: none"> https://c2.t-mobile.com/docs/DOC-414943 7 Benefits of 600 (...MHz Spectrum) <ul style="list-style-type: none"> https://tmobileusa.sharepoint.com/sites/intranet/Pages/News/7-of-6.aspx 	
Approximate Time: 1:30		

TOPICS, TOOLS, & TIME

Topics	Tools	Est. Time
Sales Floor Activity		
	<ul style="list-style-type: none">• Facilitator Guide & Participant Guide• Presentation• Sales Floor Activities packet	

PURPOSE

The introduction will enable Mobile Associates to:

- Recognize T-Mobile's serious investment in our network.
- Express high-level network positioning.

ASK



Find out what the group's perception of our network is like. Encourage **honest** answers. Try something like: Ok, give it to me straight – what have you heard about T-Mobile's network? Good and bad.

- What do your friends think?
- What have you read online?
- What's your perception?

EXPLAIN



Explain the following in your own words:

Let's Get Grounded

- Our network has totally transformed over time.
- Old perceptions die hard – our network may still be a reservation for customers, so you gotta know your stuff and truly **own our network**.
- The reality – it wasn't always this way, but today **we're #1**. Seriously!
- Any carrier can claim their network is the best, but we have **serious data** to back it up: <https://www.t-mobile.com/content/t-mobile/corporate/news/articles/2018/07/ookla-opensignal-2018.html>
- How'd we get here? Because our investment in our network in recent years has been off the charts.
- Our massive network growth is largely based on cutting-edge network technology.
- Customers need to have a device that can “see” the latest network signals to take full advantage of our network.
- Saying “your coverage will be better with a new device” sounds bogus to customers! So when you need to have that conversation with a customer, we'll make sure you're ready to back up the claim with facts and evidence.



INTRO CONTINUED

EXPLAIN

Explain the following in your own words:

Let's Talk About It

We get it. Talking about our network can be a little intimidating. When you speak:

- You gotta know your stuff.
- You gotta have proof.

Owning our network is a huge part of **Explore & Discover!** To help you stay on track, we've turned the facts and talking points into an easy to remember rallying cry – Our network is **UFC**: Unlimited. Fast. Coverage.

ACTION

Enough listening – let's talk network! Choose three learners to read aloud the next three slides. Keep the energy high – this is exciting stuff!



UNLIMITED: Never worry about how much data you use ever again!

- Only T-Mobile's 4G LTE network can handle unlimited everything.
- Verizon built their network when phones were just used for calls.
- Carriers trick you into spending more and sharing data.
- With T-Mobile, use whatever you want without worry.

FAST: We have the nation's fastest 4G LTE network.

- Everyone claims fastest, but we've got the **proof**.
 - OpenSignal, SpeedTest.net, and the FCC say so.
- We have more towers & spectrum per customer than Verizon or AT&T.
 - That means less congestion and faster speeds!

COVERAGE: T-Mobile's 4G LTE coverage has nearly tripled since 2015. We now reach 98% of people with LTE.

- We cover 322 million people, nearly every single American.
- Only T-Mobile offers extra coverage solutions that go beyond cellular.
- We. Won't. Stop. ...building our network every day!

PURPOSE

This activity will enable Mobile Associates to:

- Explain key technical details about T-Mobile's network.
- Respond to customer questions and concerns with relevant and accurate network information.

INSTRUCTIONS

Timing: 30 min WBT, 30 min debrief.

See the **Do It Yourself** slide.



1. Ensure learners have the technology needed to view the WBT.
2. Instruct the group to visit Cornerstone and take the **Own Our Network WBT**
3. Call out that learners should be asking themselves the two questions on the slide as they go through the WBT.
4. It should not take longer than 30 minutes to complete the WBT and knowledge check.

Alternate Activity in Case of Technical Issues

If somebody cannot access the WBT, you've got a backup.

Note: They will still need to complete the WBT later.

However, these articles cover much of the info that's in the WBT:

- Our Network Rally Cry: UFC (**COR ONLY**)
 - <https://tmobileusa.sharepoint.com/sites/network/Pages/U-F-C.aspx>
- T-Mobile Cleans Up in Ookla & OpenSignal Reports
 - <https://www.t-mobile.com/content/t-mobile/corporate/news/articles/2018/07/ookla-opensignal-2018.html>
- Proof Positive. T-Mobile Does Unlimited Better.
 - <https://newsroom.t-mobile.com/news-and-blogs/tmobile-best-unlimited-network.htm>

DIY ACTIVITY CONTINUED

- T-Mobile Network Bands
 - <https://c2.t-mobile.com/docs/DOC-414943>
- 7 Benefits of 600 (...MHz Spectrum) (COR ONLY)
 - <https://tmobileusa.sharepoint.com/sites/intranet/Pages/News/7-of-6.aspx>

DEBRIEF



See the slide titled **The Download**. Here are some ideas to check for understanding. Feel free to add your own!

- What have we recently done to invest in our network?
 - Purchased spectrum.
 - Rolled out coverage in new areas.
 - Transformed older network technology into newer (2G into 4G LTE).
- What's the difference between high, mid, and low band spectrum?
 - **High** band: high capacity, low reach
 - **Mid** band: balanced capacity and reach (foundation of our network)
 - **Low** band: low capacity, high reach (penetrates buildings)
 - T-Mobile is primarily **mid** band with a **low** band overlay.
- What must a device support to “see” our newer network signals?
 - 600 MHz / Band 71
 - 700 MHz / Band 12
- What do we call our latest network technology? Do customers care?
 - 4G LTE / Extended Range LTE (ERLTE).
 - Most customers only care about the benefits!
- How does our newest network technology benefit customers?
 - Better in-building coverage.
 - Faster speeds.
 - More coverage (especially rural areas).

SALES FLOOR ACTIVITIES

EXPLAIN

We're not done learning about our network. The fun has just begun!

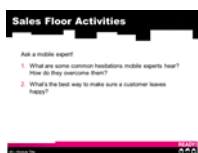
When your learners are out on the sales floor today, the group should be connecting the dots between what they learned in class and what they see in real life.

NOTE

Time is allotted at the end of each day for sales floor activities. Most days will have sales floor activities from multiple modules. Before ending this module, spend a few moments covering the instructions for this module's sales floor activities. Refer to the Ready! Roadmap for specific timing.

- Ready! roadmap: <https://c2.t-mobile.com/docs/DOC-437474>

INSTRUCTIONS



- Review the content on the slide with the group.
- Have the learners bring their **Sales Floor Activity Guide** with them and take notes as they observe and interact with the store team on the sales floor.
- If learners are unable to complete an activity or observe everything on the slide, additional time for sales floor activities is provided during the weekly review days. This is a good time for learners to go back through the week's activities and fill in the blanks.