

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

## STANDARD MODULE FLOW



## TOPICS, TOOLS, & TIME

Topics	Tools	Est. Time
<b>Intro</b>		0:10
Explain the topic for the day.	<ul style="list-style-type: none"> <li>Facilitator Guide &amp; Participant Guide</li> <li>Presentation</li> </ul>	
<b>DIY Activity</b>		0:45
<ul style="list-style-type: none"> <li>Intro</li> <li>DIY</li> <li>Debrief</li> </ul>	<ul style="list-style-type: none"> <li>Facilitator Guide &amp; Participant Guide</li> <li>Presentation</li> <li>Coverage Maps                             <ul style="list-style-type: none"> <li><a href="https://c2.t-mobile.com/docs/DOC-415024">https://c2.t-mobile.com/docs/DOC-415024</a></li> <li><a href="https://c2.t-mobile.com/docs/DOC-430055">https://c2.t-mobile.com/docs/DOC-430055</a></li> <li><a href="https://www.t-mobile.com/coverage/coverage-map">https://www.t-mobile.com/coverage/coverage-map</a></li> <li><a href="https://www.t-mobile.com/coverage/lte-comparison-map">https://www.t-mobile.com/coverage/lte-comparison-map</a></li> </ul> </li> <li>Wi-Fi Calling                             <ul style="list-style-type: none"> <li><a href="https://c2.t-mobile.com/docs/DOC-414550">https://c2.t-mobile.com/docs/DOC-414550</a></li> </ul> </li> <li>Coverage Devices                             <ul style="list-style-type: none"> <li><a href="https://c2.t-mobile.com/docs/DOC-415221">https://c2.t-mobile.com/docs/DOC-415221</a></li> <li><a href="https://c2.t-mobile.com/docs/DOC-415129">https://c2.t-mobile.com/docs/DOC-415129</a></li> </ul> </li> </ul>	
<b>Bring it Together Activity</b>		0:45
<ul style="list-style-type: none"> <li>Team activity</li> <li>Debrief</li> </ul>	<ul style="list-style-type: none"> <li>Facilitator Guide &amp; Participant Guide</li> <li>Presentation</li> <li>LTE Comparison Map                             <ul style="list-style-type: none"> <li><a href="https://www.t-mobile.com/coverage/lte-comparison-map-retail">https://www.t-mobile.com/coverage/lte-comparison-map-retail</a></li> </ul> </li> </ul>	
<b>Sales Floor Activity</b>		
	<ul style="list-style-type: none"> <li>Facilitator Guide &amp; Participant Guide</li> <li>Presentation</li> <li>Sales Floor Activities packet</li> </ul>	
<b>Approximate Time: 1:40</b>		

### PURPOSE

The introduction and Do It Yourself activity will enable Mobile Associates to:

- Use our coverage maps to conduct personal coverage checks.
- Explain the types of supplemental coverage solutions we offer.
  - Identify which solutions are appropriate for which customers.

### EXPLAIN

Explain the following in your own words:



- In the last module, we learned about how our network works and how we speak **UFC** with our customers.
- Today, we'll make it personal for our customers by making sure they know exactly how we've got them covered.
- But first let's see what you remember from Network Part 1!

### INSTRUCTIONS

Ask learners to throw out facts that they learned from Network Part 1 without referencing their notes.

If participation is low, throw out some questions to check for understanding:

- What does UFC stand for?
  - Unlimited Fast Coverage
- What do we have to back up our network claims?
  - Serious data! From OpenSignal, SpeedTest.net, and the FCC.
- What are some things we have done recently to invest in our network?
  - Purchased spectrum. Covered new areas. Upgraded old technology.
- How does our newest network technology benefit customers?
  - Better in-building coverage. Faster. More coverage (especially rural).
- How many millions of people do we cover?
  - 322 million.

### EXPLAIN

Now that we have our network knowledge locked in, let's bring it to life for our customers!

### INSTRUCTIONS

Timing: 30 min DIY activity, 15 min debrief.



- Mobile Associates should spend equal time exploring the coverage maps and researching supplemental coverage solutions.
  - Read about coverage maps
    - Coverage Map: <https://c2.t-mobile.com/docs/DOC-415024>
    - LTE Comparison: <https://c2.t-mobile.com/docs/DOC-430055>
  - Explore coverage maps
    - <https://www.t-mobile.com/coverage/coverage-map>
    - <https://www.t-mobile.com/coverage/lte-comparison-map>
  - Research coverage solutions
    - Wi-Fi Calling
      - <https://c2.t-mobile.com/docs/DOC-414550>
    - Coverage Devices
      - <https://c2.t-mobile.com/docs/DOC-415221>
      - <https://c2.t-mobile.com/docs/DOC-415129>
- For the coverage map, make sure learners walk away from that part of the activity comfortable enough with how it works to skill practice while using it.
- For the coverage solutions, make sure learners stay focused on the question “who is this a good fit for” and not so much on the technical details.

### DEBRIEF



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

- What are some ways you can use our coverage maps to Own Our Network?
  - Verify with actual customer data that we’ve got a customer covered where they live, work, and play.
  - Identify whether customers would benefit from additional coverage solutions.
  - Address dated network perceptions by showing how our network has grown over the years.
  - Provide a competitive coverage comparison.

## DIY ACTIVITY CONTINUED

- How is the LTE comparison map different from the coverage map?
  - Provides competitor coverage.
  - Shows network growth.
  - Includes population overlay.
  - Only shows 4G LTE coverage.
  - Does not include verified coverage when you zoom in.
- What are some reasons you might choose one map over the other?
  - It depends on the type of conversation you want to have, and the level of detail you want to show. Do you want to show verified coverage? Network growth? Competitor coverage?
- What types of personal coverage solutions do we offer?
  - Wi-Fi Calling
  - 4G LTE Cellspot Mini-Tower
  - 4G LTE Signal Booster
  - (Wi-Fi Cellspot Router – if mentioned, note that it was discontinued)
- What are some questions you might ask to determine which coverage solution is the right fit for a customer?
  - Do you have a high-speed internet connection at home?
  - Do you have Wi-Fi in your home?

### PURPOSE

This activity will enable Mobile Associates to:

- Practice Owning Our Network while conducting personal coverage checks.
- Illustrate the benefits of a personal coverage solution when a customer could benefit from one.

### INSTRUCTIONS

**Timing: 30 min breakout groups, 15 min debrief.**

See the **Bring It Together** slide.



1. Split class into groups of 3 or less.
2. One learner plays the part of the Mobile Expert performing a personal coverage check, another learner plays themselves providing addresses (or zip codes) for where they live, work, and play.
3. Each skill practice should include the need to offer a coverage solution. Learners can make it up if they need to.
4. Rotate roles until each learner has the chance to play the part of the Mobile Expert.
5. Tie the activity back to part 1 of this module, where we learned how to position our network.
6. Listen to how learners describe our network and provide balanced feedback after skill practices.

### DEBRIEF

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



- How easy was it for you to speak confidently about our network?
- What was the most difficult part of the conversation for you?
- When should you offer to check coverage for a customer?
  - Any time it is relevant to the conversation.
  - Especially if a customer is switching to T-Mobile.
- What's the risk in not offering to check coverage for customers?
  - Expectations don't match reality – possible future frustration.
  - Lost opportunity to provide a solution.
- Is anything preventing you from feeling ready to own our network with customers? How can we fix that?

## 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.

### INSTRUCTIONS



- Review the content on the slide with the group.
- Have the learners bring their **Sales Floor Activities** packet 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.