

## 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>		0:15
Introduce the topic for today.	<ul style="list-style-type: none"> <li>Facilitator Guide &amp; Participant Guide</li> <li>Presentation</li> </ul>	
<b>DIY Activity</b>		1:45
<ul style="list-style-type: none"> <li>Research</li> <li>Debrief</li> </ul>	<ul style="list-style-type: none"> <li>Facilitator Guide &amp; Participant Guide</li> <li>Presentation</li> <li><a href="https://c2.t-mobile.com/docs/DOC-442549">https://c2.t-mobile.com/docs/DOC-442549</a></li> <li><a href="https://c2.t-mobile.com/docs/DOC-431810">https://c2.t-mobile.com/docs/DOC-431810</a></li> <li><a href="https://c2.t-mobile.com/docs/DOC-431851">https://c2.t-mobile.com/docs/DOC-431851</a></li> <li><a href="https://c2.t-mobile.com/docs/DOC-417571">https://c2.t-mobile.com/docs/DOC-417571</a></li> <li><a href="https://c2.t-mobile.com/docs/DOC-417546">https://c2.t-mobile.com/docs/DOC-417546</a></li> <li><a href="https://c2.t-mobile.com/docs/DOC-415406">https://c2.t-mobile.com/docs/DOC-415406</a></li> <li><a href="https://c2.t-mobile.com/docs/DOC-415385">https://c2.t-mobile.com/docs/DOC-415385</a></li> <li><a href="https://c2.t-mobile.com/docs/DOC-415386">https://c2.t-mobile.com/docs/DOC-415386</a></li> <li><a href="https://c2.t-mobile.com/docs/DOC-435029">https://c2.t-mobile.com/docs/DOC-435029</a></li> <li><a href="https://c2.t-mobile.com/docs/DOC-433580">https://c2.t-mobile.com/docs/DOC-433580</a></li> <li>Protection360 WBT</li> <li>Protection360 in New York WBT (NY ONLY)</li> </ul>	
<b>Do The Math Activity</b>		0:10
Get learners thinking about how to quickly combine pricing.	<ul style="list-style-type: none"> <li>Facilitator Guide &amp; Participant Guide</li> <li>Presentation</li> </ul>	
<b>Bring It Together Activity</b>		0:35
Practice asking quality, open-ended questions to learn more about the customer's lifestyle and how they may use wireless.	<ul style="list-style-type: none"> <li>Facilitator Guide &amp; Participant Guide</li> <li>Presentation</li> <li>T-Mobile Connect</li> </ul>	

**Approximate Time: 2:45**

### PURPOSE



Teach Mobile Associates about our Value Added Services (VAS) and how to offer them to customers based on each customer's individual needs.

After successfully completing this course, Mobile Associates will be able to:

- Describe T-Mobile's value added services.
- Match value added services with customer needs/lifestyle.
- Recommend value added services as part of combined pricing.

### EXPLAIN



Explain the following in your own words:

- Nearly every customer can benefit from some type of service in addition to what is included in their service plan.
- We are not in the business of offering cookie cutter recommendations or forcing a sale. Make it personal!
- Make a customized recommendation on which additional services will benefit customers by asking personalized questions including lifestyle questions.
- Some of the additional services, for example, Web Guard, are free. But, others have additional costs or monthly fees.
- Combined Pricing is an effective way to guide the purchase, by combining several products or services into one overall price.

### Do's & Don'ts

- It's usually a customer's first instinct to say 'no' to anything that costs extra.
- Be upfront and explain the breakdown of the total price. Ensure you match the pace of your customer.
- Keep things simple, by starting with the combined price and explaining everything that's included **instead of** starting with the lowest price and adding charges.



### PURPOSE

To prepare Mobile Associates to demonstrate a personalized recommendation, including the use of combined pricing with rate plan and additional services.

### INSTRUCTIONS

**TIME: 5 min setup, 1hr 30 min activity, 15 min debrief**

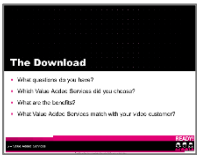


1. Review the instructions on the slide.

**NOTE:** For employees in New York state: Complete the Protection360 WBT and Protection360 in New York WBT.

2. Assign half the class, Ben and Britney, from the customer profile videos.
3. Assign other half, Carl and Juliana, from the customer profile videos.
  1. Ben (Firefighter)
  2. Britney (Manager/Barista)
  3. Carl (Father of 2)
  4. Juliana (Photographer/Small Business Owner)

### DEBRIEF



- What questions do you have?
- Which Value Added Service did you choose?
- What are the benefits?
- What Value Added Services match with your video customer?

Sample question to check for knowledge:

- How soon can a customer JUMP! to a new device?
  - When 50% of the phone is paid off <https://c2.t-mobile.com/docs/DOC-417571>



### PURPOSE

Get Mobile Associates thinking about how to quickly combine pricing.

### INSTRUCTIONS



1. Present learners with rate plan/services combos.
2. Do the math to come up with the combined price.
3. Let the class come up with a couple of their own examples.

### Example Combined Pricing:

- Individual T-Mobile ONE + Stateside International (No auto-pay):
  - $\$75 + \$15 = \$90$
- T-Mobile ONE Family Plan (2 lines w/auto-pay) + Name ID:
  - $\$120 + \$4 = \$124$

### PURPOSE

To give Mobile Associates an opportunity to practice **asking quality, open-ended questions to learn more about the customer's lifestyle** and how they may use wireless service.

### EXPLAIN

- Based on the information collected, practice recommending a combined price solution, including a rate plan and additional services.
- One of the biggest mistakes we can make is recommending a product or service before we truly know if that fits our customer's needs.

### INSTRUCTIONS



### TIME: 6 minutes per skill practice, 25 minutes total

1. Split class into small groups of 3-4. Group maximum is 4, to allow everyone time for skill practice.
2. Review the instructions on the slide.
3. The class should practice asking lifestyle questions of each other to learn about them and how they may use their wireless phone.
4. Focus on using open-ended questions. Some quality open-ended questions might be:
  - a. What does a typical day look like for you?
  - b. How do you use your phone throughout the day?
  - c. How often do you travel and where?
5. Collect information about your partner for a few minutes.
6. Once you've gathered enough information, offer a personalized recommendation, including:
  - a. Rate plan + additional service (price-combined)
  - b. Explain to your customer WHY you believe this recommendation will benefit them.
  - c. Using Customer Connect create a Purchase Estimate based on your recommendation and email it to your partner.
7. Rotate until each learner has been the Mobile Expert, customer and observer.

## BRING IT TOGETHER ACTIVITY – CONTINUED

### DEBRIEF



- What went well?
- What was challenging?
- Did you have any 'a-ha' moments?
- How did you use the Interaction Model?
- What open-ended questions worked well for you?
- Why don't close-ended questions work well for discovering a customer's needs?