

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		0:10
Introduce the topic for today.	<ul style="list-style-type: none"> Facilitator Guide & Participant Guide Presentation 	
DIY Activity		1:50
<ul style="list-style-type: none"> Research Debrief 	<ul style="list-style-type: none"> Facilitator Guide & Participant Guide Presentation C2 pages: <ul style="list-style-type: none"> https://c2.t-mobile.com/docs/DOC-424854 https://c2.t-mobile.com/docs/DOC-428707 https://c2.t-mobile.com/docs/DOC-442991 https://c2.t-mobile.com/docs/DOC-442969 https://c2.t-mobile.com/docs/DOC-435084 https://c2.t-mobile.com/docs/DOC-443182 https://c2.t-mobile.com/docs/DOC-438371 https://c2.t-mobile.com/docs/DOC-443181 https://c2.t-mobile.com/docs/DOC-442994 https://c2.t-mobile.com/docs/DOC-442993 https://c2.t-mobile.com/docs/DOC-431997 https://c2.t-mobile.com/docs/DOC-422745 https://c2.t-mobile.com/docs/DOC-437003 	
Bring It Together Activity		0:55
Practice identifying rate plans based on customer needs, make personalized rate plan recommendations.	<ul style="list-style-type: none"> Facilitator Guide & Participant Guide Presentation Customer videos https://c2.t-mobile.com/docs/437605 	
Sales Floor Activity		
	<ul style="list-style-type: none"> Facilitator Guide & Participant Guide Presentation Sales Floor Activities packet 	
Approximate Time: 2:55		

PURPOSE



Mobile Associates will learn about T-Mobile postpaid and prepaid plans, and how to make a personalized plan recommendation, based on each customer's needs.

After successfully completing this module, they will be able to:

- Describe T-Mobile's postpaid rate plans.
- Describe T-Mobile's prepaid rate plans.
- Match rate plans with customer needs/lifestyle.
- Recommend a rate plan based on customer needs.

EXPLAIN



- Rate plans are the foundation of the service we provide to customers.
- This includes postpaid and prepaid plans.
- T-Mobile ONE, our flagship and industry-leading plan, created the end of customers having to worry about how much high-speed data they need.
- Customers don't like getting a bill that is much more than they expected due to various taxes and fees, so being the Un-carrier, we solved that pain point.
- T-Mobile ONE, with taxes and fees included, removes the guesswork from how much the monthly bill is really going to be.
- While the basics of T-Mobile ONE are straightforward, there are some variations and details about the plan that are important to understand.
- T-Mobile Essentials provides customers with an entry level plan with only the necessities at an affordable price.
- Many customers still prefer the flexibility of prepaid.
- Customers will rely on your expertise to answer questions about available plans, and which might work best for them.
- During your DIY activity, you'll dig into the details of T-Mobile rate plans.
- Be prepared to explain the benefits of each T-Mobile rate plan.
- In C2, you'll notice lots of other rate plans – most of which are plans we offered in the past, but are now grandfathered.
- Plans are considered "grandfathered" when they are no longer offered for sale, even though existing customers may still have them.



PURPOSE

To enable Mobile Associates to differentiate between T-Mobile ONE offers, learn about prepaid plans, and make a personalized rate plan recommendation by matching customer needs to plan benefits.

INSTRUCTIONS



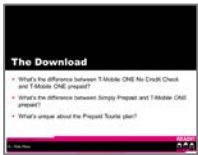
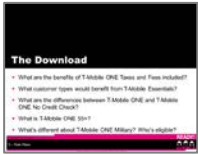
TIME: 5 min setup, 1 hr 30 min DIY research, 15 min debrief

See the **Rate Plans DIY Activity** slide.

1. Research the various postpaid and prepaid plans T-Mobile offers and how we stack up against the competition.
2. While completing the DIY activity consider:
 - What the benefits are to each rate plan?
 - What a customer would want to know?
 - What key differences apply to each rate plan?
 - What could a customer say that would let you know this plan is a good fit?
3. Complete the Explore the Possibilities of T-Mobile One WBT in Un-carrier Academy.

DIY ACTIVITY, CONTINUED

DEBRIEF



See the **Rate Plans Download** slides.

- What does a customer gain with ONE Plus? Cost?
 - <https://c2.t-mobile.com/docs/DOC-428707>
- What customer types would benefit from T-Mobile Essentials?
 - <https://c2.t-mobile.com/docs/DOC-442994>
- What are the differences between T-Mobile ONE and T-Mobile ONE No Credit Check?
 - <https://c2.t-mobile.com/docs/DOC-442993>
- What is T-Mobile ONE 55+?
 - <https://c2.t-mobile.com/docs/DOC-435084>
- What's different about T-Mobile ONE Military? Who's eligible?
 - <https://c2.t-mobile.com/docs/DOC-438371>
- What's the difference between T-Mobile ONE No Credit Check and T-Mobile ONE prepaid?
 - <https://c2.t-mobile.com/docs/DOC-442969>
 - <https://c2.t-mobile.com/docs/DOC-432110>
- What's the difference between Simply Prepaid and T-Mobile ONE prepaid?
 - <https://c2.t-mobile.com/docs/DOC-432109>
- What's unique about the Prepaid Tourist plan?
 - <https://c2.t-mobile.com/docs/DOC-423661>

PURPOSE

This activity is meant to give your class an opportunity to practice **identifying rate plans based upon customer needs/lifestyle** and **making personalized rate plan recommendations** that clearly show how the plan benefits the customer, based on their needs.

EXPLAIN

- While T-Mobile ONE is probably a great fit for a lot of customers, the standard postpaid version won't always be a one-size-fits-all.
- You'll want to consider when a customer might benefit from to help fit them into the appropriate plan.
- Keep in mind that prepaid may also be the best fit for some customers.

INSTRUCTIONS

TIME: 5 min setup, 40 min group breakout, 10 min debrief

See the **Rate Plans Bring It Together** slide.

Split class into small groups of 2-3. No more than 3 people to allow everyone time to skill practice.

1. Review the instructions on the **Bring It Together** slide.
2. For this activity, it is recommended that each group be assigned the following video customers (<https://c2.t-mobile.com/docs/437605>):
 - Allen (Millennial)
 - Scarlett (Server/Prepaid)
 - Carl (Family)
3. Learners may need to revisit the videos to refresh their memory.
4. The videos won't necessarily provide all the information they need. This is a good time for learners to capture what questions they would ask, to gather more information from the customer.
5. The skill practice is for each person to play the role of one of the video customers while someone else plays the Mobile Associate.

OPTIONAL: If facilitating a class with an odd number of participants, have one member of the group will be an observer.



BRING IT TOGETHER ACTIVITY, CONTINUED

6. As the Mobile Associate, they should ask open-ended questions to gain a full understanding of the customer's needs and lifestyle.
 - Ask learners to give you the definition of open and closed questions. Lead a quick discussion on when you use each type and why.
7. Once you've gathered enough information, offer a personalized recommendation, including:
 - Rate plan
 - Explanation of why you believe this plan will benefit them.
8. Create a Purchase Estimate in T-Mobile Connect based off the rate plan recommended.
9. Have the Mobile Associate send the Purchase Estimate to their own email.
10. Rotate through until each person has been the Mobile Associate.

DEBRIEF



See the **Bring It Together Download** slide

- What went well?
- What was challenging?
- Any 'a-ha' moments?
- How did you use the interaction model?
- What questions do you have?

SALES FLOOR ACTIVITIES

EXPLAIN

Now that you've learned the details of the plans, I'm sure you might be wondering how you will make these plans a reality for customers.

Your sales floor activities for today will help you see how change a customer's rate plan, and how to complete both a postpaid and prepaid activation.

You'll be seeing QuikView where we change rate plans and Watson where we create new accounts.

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.