## 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

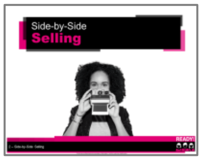
## TOPICS, TOOLS, & TIME

| Topics | Tools | Est. Time |
|---|---|---|
| **Intro** | | 0:10 |
| Introduce the topic for today. | • Facilitator Guide & Participant Guide<br>• Presentation | |
| **Customer Connect** | | 0:20 |
| • What it is.<br>• How it is used. | • Facilitator Guide & Participant Guide<br>• Presentation | |
| **Walk Through Activity** | | 0:30 |
| Mobile Associates get hands-on experience with the Purchase Estimate tool. | • Facilitator Guide & Participant Guide<br>• Presentation | |
| **Sales Floor Activities** | | 2:00 |
| Observe and practice the Interaction Model, overcoming hesitations, and side-by-side selling. | • Facilitator Guide & Participant Guide<br>• Presentation<br>• Sales Floor Activities Packet | |
| | | **Approximate Time: 3:40** |

## INTRO — 10 MIN

**PURPOSE**

To introduce Mobile Associates to side-by-side selling.

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**EXPLAIN**

Side-by-side selling – We've talked about it a little already and you're going to hear more about it in the coming weeks!

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**ASK**

- What do we mean by "side-by-side selling?"
- Why do we do it?

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**EXPLAIN**


- Side-by-side selling is our way of making the customer feel like a partner, instead of a transaction.
- It means we're open and transparent with our customers.
- It's a subtle, yet powerful way to remove unseen barriers in a conversation.
- Although it's rather simple, executing it with strangers can feel uncomfortable, at first.

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**ASK**

How do we get comfortable with something that's uncomfortable?

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**EXPLAIN**

- You're going to get lots of practice, throughout training, but first let's be sure we know what we should be practicing.
- You've already told me what side-by-side selling is and why we do it.
- Now, let's discuss some tools you can use while side-by-side selling!

## CUSTOMER CONNECT 15 MIN

**PURPOSE**

Introduce Mobile Associates to the Purchase Estimate.

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

- Describe the Purchase Estimate and how it supports side-by-side selling.

**ASK**

**Who remembers the five categories within Customer Connect?**

**EXPLAIN**


You will have time to Explore and Discover the other four categories later today during your Sales Floor Activities.

**EXPLAIN**

- Our customers have said they want simplicity from their wireless provider.
- They want to know exactly what they signed up for prior to leaving the store.
- We can provide a collaborative and interactive approach to side-by-side selling with the help from some of our digital tools.
- The tool we will be learning today is called the Purchase Estimate.
- Purchase Estimate lives inside Customer Connect and is on every REMO in our stores.

## CUSTOMER CONNECT 15 MIN

### EXPLAIN


### Purchase Estimate tool

- The Purchase Estimate helps you build a complete wireless solution that fits your customer's needs.
- We should always ask questions to understand our customers' needs and this tool takes all the information you gather and puts it in an easy-to-read format.
- Based on the reason for the customers visit, you have three Purchase Estimate options:
  - Purchased
  - Still thinking about it
  - Already with us
- Select Purchased if your customer is a new subscriber to T-Mobile and signed up today.
- Still thinking about it is for new customers who did not sign up today and need time to digest your recommendation.
- Already with us is for our loyal T-Mobile customers interested in an account change.
- Based on your selection, your customer will receive a personalized Purchase Estimate, so make sure it's the right one.
- Let's take a tour of the Purchase Estimate!

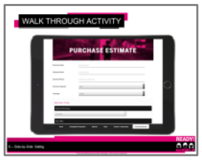
## WALK THROUGH ACTIVITY — 30 MIN

**PURPOSE**

Obtain hands on experience navigating the Purchase Estimate Tool.

**ACTION**

Show the Purchase Estimate Tool within Customer Connect.




**INSTRUCTIONS**

1. Navigate MA's to login to T-Mobile Connect
2. MA's follow along with their REMO or computer
3. Complete Walk Through Activity as a team

**EXPLAIN**

- Start by inputting the customer's:
  - Name
  - E-Mail
  - Phone Number
- Tap your customer's preferred language.
- Tap the type of Purchase Estimate from the Guide the Purchase drop down.
- For this walk through, we will use 'Purchased'.
- Next week you will learn the different types of Purchase Estimates and get some additional practice.
- The Purchase Estimate is broken up into two sections.
  - Monthly Total
  - In-Store Total
- We're going digital, the Purchase Estimate totals up the cost!
- Under each section, there are C2 links for additional information.

## WALK THROUGH ACTIVITY 30 MIN

**EXPLAIN**

- At the end of the Purchase Estimate, include your T-Mobile e-mail address along with your store phone number.
- During training you won't be using the RSM e-mail and SAP fields, however once you are in your stores this is an important step.
- This information is displayed on the customer's copy of the Purchase Estimate.

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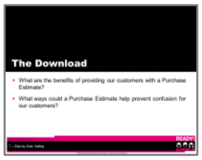
**DEBRIEF**




- What are the benefits of providing our customers with a Purchase Estimate?
- What ways could a Purchase Estimate help prevent confusion for our customers?

## SALES FLOOR ACTIVITIES

**EXPLAIN**

We're not done learning about side-by-side selling. 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.

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**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

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**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.