

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



DAY 10 ROADMAP SNAPSHOT

About This Module

The Layer3 TV module is exclusive to the markets who are currently selling Layer3 TV. If you are in one of those markets, this module should be taught during Day 10, as outlined below. To make room for the module, Mobile Associates will have slightly less sales floor activity time during this day.

Learners will need to search in Cornerstone for “Layer3 TV” to self-assign the curriculum for the DIY activity.

If you have a split class—with learners who will be selling Layer3 TV and some who won’t—consider delivering the Layer3 TV module **after** the Week in Review module. That way you can send the group who will not be selling Layer3 TV onto the sales floor, while delivering the training to those learners who need it.

Day	Activity	Classroom	Do It Yourself	eLearning	Manager-Led	Breaks & Lunch	Total Hours
10	Customer Experience Video	0:30					
	Layer3 TV						
	Intro	0:15					
	DIY Activity		1:45				
	Layer3 TV Introduction and Terminology						
	Layer3 TV Packages, Programming, and Equipment						
	Layer3 TV Value and How It Works						
	Layer3 TV Sales Methodology and Process						
	Debrief	0:30					
	Week in Review						
	Review	0:30					
	Knowledge Check			0:45			
	Debrief	0:30					
	Home Store Visit Overview	0:30					
	Sales Floor Activities				0:45		
	Selling the Right Way WBT			0:15			
	Loss Prevention for All Sales Employees WBT			0:15			
	Workplace Violence Awareness & Prevention WBT (COR ONLY)			0:30			
	Daily Check-in (Week 3 Teaser)				0:30		
Total Time		2:45	1:45	1:45	1:15	1:00	8:30

TOPICS, TOOLS, & TIME

Topics	Tools	Est. Time
Intro		0:15
Introduce the topic for today.	Facilitator Guide	
DIY Activity		2:15
<ul style="list-style-type: none"> • Research • Debrief 	Facilitator Guide Un-carrier Academy	
Approximate Time: 2:30		

PURPOSE



The introduction will enable Mobile Associates to:

- Explain what Layer3 TV is at a high level.
- Express how Layer3 TV plays into our Un-carrier strategy.
- Use this knowledge as a framework for the upcoming DIY activity.

EXPLAIN



Explain the following in your own words.

- The TV industry (big cable and satellite TV) is America's **#1 most hated** industry.
- The good news? T-Mobile has acquired Layer3 TV to **Un-carrier** yet another stupid, broken, and arrogant industry!
- That means **removing pain points**.

ASK

Since the TV industry is so famously terrible, I bet we probably already know what some of the big pain points are.

- Who can tell me a TV industry pain point?
- Anybody have any personal horror stories to share?

EXPLAIN

- It's not hard getting people to rage when it comes to their TV provider.
- Sounds like what the wireless industry was like before T-Mobile came along!
- So, if we're gonna take on America's **#1 most hated** industry, let's see what makes Layer3 TV so special.
- You're gonna learn about all of this stuff in detail today, but here are the highlights.

ACTION

- Have Mobile Associates read each bullet from the slide.
- Respond with the statement in the facilitator guide, or make up your own.
- Have some Serious Fun with this overview!



INTRO – CONTINUED

EXPLAIN



- ✓ **Freedom from fees:** No extra HD, DVR, 4K, or broadcast TV fees.
- ✓ **No annual contracts:** We're the Un-carrier, are you kidding me?
- ✓ **Transparent pricing:** Get outta here with that bill shock!
- ✓ **TV that learns you:** Less searching, more watching.
- ✓ **4K:** Video in crazy high definition when the channel or show supports it.
- ✓ **allHD:** No duplicate SD channels here!
- ✓ **Whole home DVR:** Record 400 hours of HD shows, up to 8 at once.
- ✓ **On demand:** Over 25,000 titles available.
- ✓ **Online integration:** Get your YouTube, and Pandora on!
- ✓ **TV everywhere:** Log into network mobile apps for TV on-the-go.
- ✓ **24/7 customer service:** Here to actually help you, not to upsell you.

ASK

- How awesome does all of this sound?
- Anybody hear any of the pain points we talked about earlier get knocked out in that list?
- What questions do you have about Layer3 TV before we dig in and learn everything we need to know to sell it the Un-carrier way?

PURPOSE

This activity will enable Mobile Associates to:

- Explain how Layer3 TV works and what makes it unique.
- Use the Interaction Model to sell Layer3 TV.

INSTRUCTIONS

TIME: 1 hour 45 min research, 30 min debrief.

Instruct Mobile Associates to:

1. Access Un-carrier Academy, and self-assign the Layer3 TV curriculum.
2. Complete each of the four sections of the Layer3 TV curriculum:
 - a. Layer3 TV Introduction and Terminology
 - b. Layer3 TV Packages, Programming, and Equipment
 - c. Layer3 TV Value and How It Works
 - d. Layer3 TV Sales Methodology and Process
3. Take notes and jot down any questions they have.

**DEBRIEF**

Here are some ideas to check for understanding. Feel free to add your own!

1. What is “TV That Learns You?”
 - a. A personalized home screen.
 - b. Organized recommendations for each user.
 - c. Less time searching, more time watching!
2. What is the difference between Over-the-Air, Over-the-Top, and Pay TV?
 - a. **Over-the-Air:** Locally broadcasted TV, picked up by an antenna.
 - b. **Over-the-Top:** Video streamed over the internet (e.g., Netflix, Hulu).
 - c. **Pay TV:** Video delivered via a private network (e.g., Xfinity, Dish).
3. What are we referring to when we say SD, HD, or 4K?
 - a. Video resolution and quality.



DIY ACTIVITY (CONTINUED)

DEBRIEF

4. What's the difference? SD | HD | 4K
 - a. **SD**, or Standard Definition, is the lowest quality of the three. The resolution is 480 pixels (480p).
 - b. **HD**, or High Definition, is in the mid-range quality of the three. The resolution is 720 pixels (720p) or 1080 pixels (1080p).
 - c. **4K**, or Ultra High Definition, is the highest quality of the three. It has four times the number of pixels compared to HD.
5. What is "Transparent Billing?"
 - a. Making billing simple.
 - b. No hidden fees! No HD fee, no DVR fee, etc.

NOTE

Layer3 TV's approach to transparent billing is different than T-Mobile ONE. Specifically:

- With T-Mobile ONE, taxes and fees are included.
- With Layer3 TV, taxes are **not** included, but there are **no hidden fees**.

DEBRIEF

6. What is "TV everywhere?"
 - a. If a network has a mobile app, you can log into it with your Layer3 TV account to watch TV on-the-go.
7. What are some behaviors from the Interaction Model that apply to selling Layer3 TV?
 - Ask personalized questions.
 - Have a two-way conversation.
 - Spend time on what matters.
 - Match customer needs.
 - Offer a competitive comparison.
 - Demonstrate products and features.
 - Give your personal recommendations.
 - Connect on a customer's terms.
 - Overcome hesitations.

DIY ACTIVITY (CONTINUED)

8. What final questions do you have about Layer3 TV before we wrap up today?

EXPLAIN

I hope you're excited about everything you learned today and ready to take your Layer 3 TV knowledge to the next level!

When you have completed Ready! and move into Mobile Expert Certification, you'll receive additional training and resources to support you as you become a Layer3 TV master!