

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	Est. Time
Intro		1:30
<p>Introduce the topic for today.</p> <ul style="list-style-type: none"> • Make It Personal • Explore & Discover • Problem Solved • Guide the Purchase • Stay Connected • Un-carrier Experience Customer Survey • Learning Hub 	<ul style="list-style-type: none"> • Facilitator Guide & Participant Guide • Presentation • Interaction Model Learning Hub videos on T-Nation (COR ONLY) <ul style="list-style-type: none"> ○ Overview: https://tmobileusa.sharepoint.com/sites/interactionmodel ○ Make It Personal: https://tmobileusa.sharepoint.com/sites/interactionmodel/Pages/Make%20It%20Personal/Level%201/Make-It-Personal.aspx ○ Explore & Discover: https://tmobileusa.sharepoint.com/sites/interactionmodel/Pages/Explore%20&%20Discover/Level%201/ExploreDiscover.aspx ○ Problem Solved: https://tmobileusa.sharepoint.com/sites/interactionmodel/Pages/Problem%20Solved/Level%201/Problem-Solved.aspx ○ Guide the Purchase: https://tmobileusa.sharepoint.com/sites/interactionmodel/Pages/Guide%20the%20Purchase/Level%201/Guide-the-Purchase.aspx ○ Stay Connected: https://tmobileusa.sharepoint.com/sites/interactionmodel/Pages/Stay%20Connected/Level%201/Stay-Connected.aspx • Interaction Model videos on C2 (TPR) <ul style="list-style-type: none"> ○ Overview: https://c2.t-mobile.com/docs/DOC-421469 ○ Make It Personal: https://c2.t-mobile.com/docs/DOC-421513 ○ Explore & Discover: https://c2.t-mobile.com/docs/DOC-421468 	

TOPICS, TOOLS, & TIME

Topics	Tools	Est. Time
Intro		
Continued	<ul style="list-style-type: none"> ○ Explore & Discover: https://c2.t-mobile.com/docs/DOC-421468 ○ Problem Solved: https://c2.t-mobile.com/docs/DOC-421511 ○ Guide the Purchase: https://c2.t-mobile.com/docs/DOC-421512 ○ Stay Connected: https://c2.t-mobile.com/docs/DOC-421470 	
Do It Yourself Activity		1:00
<ul style="list-style-type: none"> • Research • Debrief 	<ul style="list-style-type: none"> • Facilitator Guide & Participant Guide • Presentation • Interaction Model Learning Hub on T-Nation (COR ONLY) https://tmobileusa.sharepoint.com/sites/interactionmodel • TPR please access Interaction Model in Un-carrier Academy. 	
Approximate Time: 2:30		

PURPOSE

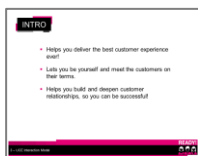


Introduce new hires to the Un-carrier Experience Interaction Model.

After successfully completing this course, you will be able to:

- Understand the Un-carrier Experience Interaction Module.
- Begin self-paced learning on the Interaction Model Learning Hub on T-Nation (COR ONLY) and C2.

EXPLAIN



Explain the following in your own words:

- Our Un-carrier Experience Interaction Model is how we deliver an in-store experience unlike any other. This approach is a dynamic way of delivering the best customer experience ever!
- “Dynamic” means how you connect with a customer isn’t predicted by a fixed set of steps. It’s all about meeting customers on their terms, in an authentic way. The goal is to create the best experience ever through two-way conversations, with a focus on listening.
- Our Interaction Model will help you be successful at building relationships and driving sales.
- Throughout your new hire training, you’ll be introduced to the Interaction Model and practice how we connect with our customers when serving, solving, or selling. Let’s see what it’s all about!

ACTION



Based on your modality choose the best way to have learners view the Mission Control videos in the Interaction Model Learning Hub.

Option 1:

- Play the video for the larger group.

Option 2:

- Have learners access video via computer or tablet.

Play the Overview video on the main page.

<https://tmobileusa.sharepoint.com/sites/interactionmodel> (COR ONLY)

TPR please access on C2: <https://c2.t-mobile.com/docs/DOC-421469>

INTRO CONTINUED

EXPLAIN



Explain the five main missions in your own words:

- **Make It Personal:** Be your Un-carrier self! We personalize every customer interaction to make the best use of your time.
- **Explore & Discover:** Trying, seeing, feeling, asking...highly encouraged, there's no rush!
- **Problem Solved:** We get it. We'll listen, answer questions, and resolve issues...whatever's needed, with empathy.
- **Guide the Purchase:** Ready to buy or not quite sure? Trust us. We'll ask the right questions, we're the experts.
- **Stay Connected:** On your device that's ready to go. To us, to your T-Mobile person...in ways that work.

(For the rest of the module, based on your modality you will either play the video for the learners or have the learners play the videos individually. After the video has played, come together as one group and discuss each in detail.)

PURPOSE Introduce the behavior.

EXPLAIN Explain the following in your own words:

- You'll start learning the Interaction Model more closely with a focus on Make it Personal.
- This video offers a good look at how T-Mobile puts customers first in a way that invites you, and your customers, to be your authentic selves.

ACTION



In the Interaction Model Learning Hub, watch the Make It Personal video on the upper right of the screen.

<https://tmobileusa.sharepoint.com/sites/interactionmodel/Pages/Make%20It%20Personal/Level%201/Make-It-Personal.aspx> (COR ONLY)

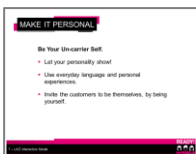
TPR please access on C2: <https://c2.t-mobile.com/docs/DOC-421513>

DEBRIEF

Sample questions:

- What did you like about the video?
- What do we mean by, “Make it Personal?”
- How do you feel about T-Mobile’s approach to “Make it Personal?”
- As a customer, what stands out to you about how we focus on personally connecting with our customers?

EXPLAIN



We personalize every customer interaction to make the best use of your time.

Be your Un-carrier self

- Being your Un-carrier self is about you creating a space for customers to connect with you on a real and authentic level.
- You should use everyday language that makes the customer feel comfortable and at ease.
- Use your personal experiences when appropriate in your conversation.

INTRO: MAKE IT PERSONAL CONTINUED

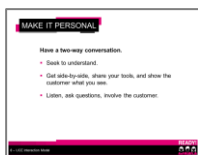
EXPLAIN

- When you're yourself, you welcome customers to be themselves, too.
- We want you to be the person they "click" with and love to work with time and again.

ASK

Take a minute to think of a business where the employees are genuinely themselves. How do you feel when you're there?

EXPLAIN



Have a two-way conversation

- A two-way conversation happens when both people feel heard and understood.
- This is not simply about two people saying exchanging greetings. It's about getting side-by-side, sharing the tools you have, and showing your customer what you see, literally. We're not hiding behind a counter and we're not hiding information.
- A huge part of two-way conversations is your ability to listen, ask meaningful questions, and involve the customer in finding solutions that work for them.

ASK

How can you ensure you're having a two-way conversation with each customer?

EXPLAIN



Spend time on what matters

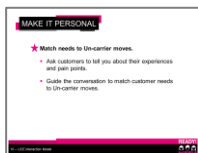
- When people feel like their time is respected, their respect and trust for you increases. Show respect for the customer's time by starting with the original reason for their visit.
- Find out what the customer already knows about T-Mobile so that you can tailor your conversation to what interests them and avoid covering things they don't really care about.
- How you spend your time is also about recognizing when someone is in a hurry, and needs your help, fast!

INTRO: MAKE IT PERSONAL CONTINUED

ASK

How do you feel when you're shopping and the employee helping you goes on and on about things that don't interest you? Do you feel heard? Do you trust them?

EXPLAIN



Match needs to Un-carrier moves (This is the starred/priority behavior.)

- It takes practice to know all the amazing devices, plans, and services we offer at T-Mobile, and that's okay.
- To make things easier for you and your customer, deliberately ask customers to tell you about their experience and pain points. This is how you avoid guessing, and start working on what matters to your customers.
- Guide the conversation to match the customer's needs to specific Un-carrier moves. What this means is making sure you're connecting what T-Mobile has to offer, with what your customer cares about. Asking questions and exploring options is always good, just be sure you're not accidentally running down a list that isn't related to your customer's needs.

EXPLAIN



Have Serious Fun!

- One of the things that makes T-Mobile such a great company is the fact we really do have a lot of fun...seriously!
- To provide the best service experience ever, we want you to bring your energy and excitement to work to share with your team and your customers. Doing so makes it possible to go beyond the basics, and you can do this when you:
 - Are you curious about the person you're working with. Find out what they like, and how they rock T-Mobile.
 - Have fun learning about them and building a T-Mobile relationship. Take the curiosity out to the sales floor as you get to know customers.
 - Acknowledge their tenure and loyalty and celebrate it with a kind word.
- For new customers, connect and share your enthusiasm for being on team magenta.

INTRO: MAKE IT PERSONAL CONTINUED

DEBRIEF

We've talked about the many ways you can Make It Personal with your customers, and your teammates.

- What do you like about our approach?
- How do you see yourself making it personal with customers?
- Have you ever interacted with someone at a store that made you want to work with them, and no one else?
- What did they do that made you so loyal, so fast?

PURPOSE

Introduce the behavior.

ACTION



In the Interaction Model Learning Hub, watch the Explore & Discover video on the upper right of the screen.

<https://tmobileusa.sharepoint.com/sites/interactionmodel/Pages/Explore%20%20Discover/Level%201/ExploreDiscover.aspx> (COR ONLY)

TPR please access on C2: <https://c2.t-mobile.com/docs/DOC-421468>

DEBRIEF

Sample questions:

- What did you like about the video?
- What does it mean to “Discover?”
- What do we mean by, “Explore & Discover?”
- How can our approach to “Explore & Discover” help our customers?
- How can it help you?

EXPLAIN



We want customers to see, try, and feel their options. Jump in and have fun exploring with them!

Explore hands on, side by side

- Use the personal connection you’ve made to suggest things to explore, like apps, OS, or device features. If you don’t know, ask!
- To keep that connection going and guide their exploration, join the fun! Help them experience our products and services.
- Use our interactive displays and demos as you’re exploring with the customer.
- When using your REMO tablet, get next to the customer, as you explore. This makes the interaction open and honest and builds trust.

INTRO: EXPLORE & DISCOVER CONTINUED

ASK

- What kind of message does it send when you're standing opposite a customer, with your REMO tablet held up between you?
- What kind of message does it send when you're standing next to a customer, while you both view your tablet?

EXPLAIN



Own our network (This is the starred/priority behavior.)

- Our network sends a strong message. We're proud of it and we want our new and existing customers to know!
- Speak about the T-Mobile 4G LTE network with confidence, with all customers.
- Use Personal Coverage Check (PCC), LTE Comparison map, and speed tests in your conversations, to ensure a great network experience.
- Sometimes, you might discover a network issue. When that happens, take action! Work with your manager or use #FIX to ensure it's properly reported.

EXPLAIN



Demonstrate Products and Features

- To keep your customers involved and interested, customize demonstrations to their specific interests.
- Remember, while we work in this field, others don't. Put the device in their hands and help them navigate through a demonstration.

ASK

What might you demonstrate if a customer tells you she wants to stream music in her car? How would you demonstrate it?

(Learners don't need to know the details. This is just to get them to make the connection.)

INTRO: EXPLORE & DISCOVER CONTINUED

EXPLAIN



Offer competitive comparison

- Customers want to see how we stack up against the competition. Own it!
- We will help you stay current with what our competitors are offering, through communications.
- You'll always be ready to show your knowledge!

EXPLAIN



Match their pace

- Pay attention to your customer's pace. Remember, you want to partner with them, as they Explore & Discover.
- Use their verbal and non-verbal cues to speed it up or slow it down.

ASK

- What are some verbal cues that you're going too fast?
- What are some non-verbal cues that you're moving too slowly?

DEBRIEF

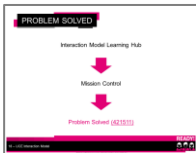
Helping your customers Explore & Discover strengthens your partnership and allows the customers to feel an ownership in their experience.

- What do you like about our approach?
- What is one specific thing you will do to help your customers Explore & Discover?

PURPOSE

Introduce the behavior.

ACTION



In the Interaction Model Learning Hub, watch the Problem Solved video on the upper right of the screen.

<https://tmobileusa.sharepoint.com/sites/interactionmodel/Pages/Problem%20Solved/Level%201/Problem-Solved.aspx> (COR ONLY)

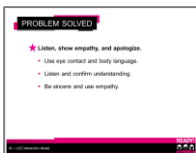
TPR please access on C2: <https://c2.t-mobile.com/docs/DOC-421511>

DEBRIEF

Sample questions:

- What did you like about the video?
- What do we mean by, “Problem Solved?”
- How do you feel about T-Mobile’s approach to “Problem Solved?”

EXPLAIN



- Customer problems – they happen to everyone. We get it. We’ll listen, answer questions, resolve issues, whatever’s needed, with empathy.
- Customer issues offer us a chance to truly build trust and strengthen our relationships. After all, it’s easy to be great when things are going well. It’s being great when the chips are down that shows who we are!

Listen, show empathy, and apologize (This is the starred/priority behavior.)

- Use eye contact and body language to show interest. Most of your message is made up of your non-verbal communication!

ASK

What is something you can do with your body to show interest?

EXPLAIN

- When there is an issue, one of the main things people want is to be truly heard. Focus on hearing what the customers are saying and confirm you understand what they have said.

INTRO: PROBLEM SOLVED CONTINUED

ASK

What can you say to confirm you've understood the customer?

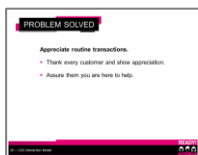
EXPLAIN

- When it comes to customer problems, emotions are part of the package.
 - Use empathetic statements to acknowledge concerns and apologize for negative experiences.
 - Be sincere. After body language and facial expressions, the next biggest part of your communicated message is tone of voice!
-

ASK

What are some ways to respond with empathy to a customer issue?

EXPLAIN



Appreciate routine transactions

- Some customer visits are for routine transactions. We want to make sure every customer walks away knowing they are valued.
 - Thank them for coming into the store. Make sure each customer knows we appreciate them!
 - Assure them you are here to help no matter what their reason for visit may be.
-

ASK

What will you say to let customers know you're there to help?

EXPLAIN



Take ownership

- Problems are nothing to shy away from. Owning the issue will help us secure trust and respect with our customers.
 - Stick with the customer until the issue is resolved. This is what will differentiate us from our competition!
 - Always remember – make it personal, don't take it personal.
-

INTRO: PROBLEM SOLVED CONTINUED

EXPLAIN



Focus on resolution

- With any problem, customers want a resolution. Explain how you can help and set realistic expectations with confidence.
- Do everything you can to resolve issues in the store. See your manager or a Mobile Expert if you need assistance.
- Handle escalations with extra care. Remember to not take it personally and use empathy.

EXPLAIN



Use resources & tools

- There are several in-store tools that will aid you in handling customer problems. Use them! (Grand Central, MyT-Mobile, C2, RSL, leaders, etc...).

EXPLAIN



Follow up

- Follow up is critical when a customer has an issue.
- Even if the resolution isn't favorable, reconnect with your customers and keep your commitments. Never lose their trust!

DEBRIEF

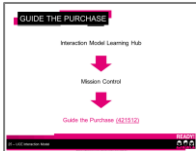
Helping your customers with their wireless problems are chances for you to solidify their loyalty.

- What do you like about our approach to "Problem Solved?"
- What will you do to ensure customer problems are handled the Un-carrier way?

PURPOSE

Introduce the behavior.

ACTION



In the Interaction Model Learning Hub, watch the Guide the Purchase video on the upper right of the screen.

<https://tmobileusa.sharepoint.com/sites/interactionmodel/Pages/Guide%20the%20Purchase/Level%201/Guide-the-Purchase.aspx> (COR ONLY)

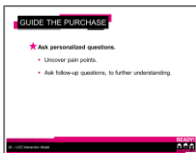
TPR please access on C2: <https://c2.t-mobile.com/docs/DOC-421512>

DEBRIEF

Sample questions:

- What did you like about the video?
- What do we mean by, “Guide the Purchase?”
- How do you feel about T-Mobile’s approach to “Guide the Purchase?”

EXPLAIN



Explain the following in your own words:

- Ready to buy or not quite sure? Trust us. We’ll ask the right questions, we’re the experts.
- Guiding the purchase is about taking everything the customer is telling you, pairing it with the right questions, and using your expertise to get to a solution.

Ask personalized questions (This is the starred/priority behavior.)

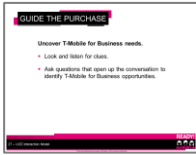
- Uncover what’s broken in wireless for the customer, what their pain points are... with us or with other carriers.
- Ask the right questions to uncover needs based on what the customer has already told you. Customers will tell you a lot. It’s up to you to get further into their needs by asking follow-up questions.

ASK

What might you ask, if a customer told you his battery never lasts when he’s in school all day?

INTRO: GUIDE THE PURCHASE CONTINUED

EXPLAIN



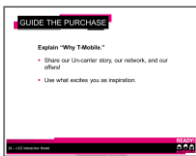
Uncover T-Mobile for Business needs and determine next steps to provide the best solutions.

- Look and listen for customer clues that might indicate a customer owns or works for a small business.
- Asking questions about a customer's typical day can open the conversation up to T-Mobile for Business opportunities.

ASK

What are some clues that a customer owns or is employed by a small business?

EXPLAIN



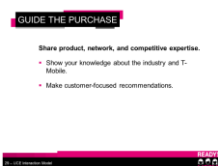
Explain Why T-Mobile

- Customers need to hear “Why T-Mobile!” Tell them about the Un-carrier story, our awesome people, the fastest growing 4G LTE Network, and the current industry-shaking offers.
- Think about what gets you excited about T-Mobile. Chances are, your customers will like them, too!

ASK

What is your favorite Un-carrier move or offer?

EXPLAIN



Share product, network & competitive expertise

- Sharing your industry-wide and T-Mobile specific knowledge will help you build trust with your customers.
- Recommend Un-carrier products that match the customer's needs and solve their personal pain points.

EXPLAIN

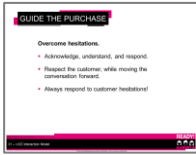


Give your personal recommendations

Offer personal experience stories, favorite products, what you use, what you like. Tap into what you love and share with your customers!

INTRO: GUIDE THE PURCHASE CONTINUED

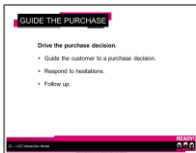
EXPLAIN



Overcome hesitations

- Hesitations are a customer's way of telling you something doesn't fit. It could be the plan, the device, the service, or anything. The key to overcoming the hesitation is acknowledging it, understanding it, and responding in a way that makes the customer feel respected, while moving the conversation forward.
- Always answer customer hesitations. In many cases, you will overcome them. In others, you will give the customer the info they need and there's a good chance they'll return, asking for you!

EXPLAIN



Drive the purchase decision

- Customers come to us, so we can help them, based on our expertise. Guide customers to make an informed purchase decision today.
- When there are hesitations, answer them.
- If they are not ready today, proactively set the follow up.

DEBRIEF

Guiding the purchase is your way to steer the interaction where it needs to go, based on the customer's needs.

- What do you like about "Guide the Purchase?"
- Which elements do you already feel confident about?

PURPOSE

Introduce the behavior.

ACTION



In the Interaction Model Learning Hub, watch the Stay Connected video on the upper right of the screen.

<https://tmobileusa.sharepoint.com/sites/interactionmodel/Pages/Stay%20Connected/Level%201/Stay-Connected.aspx> (COR ONLY)

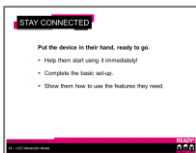
TPR please access on C2: <https://c2.t-mobile.com/docs/DOC-421470>

DEBRIEF

Sample questions:

- What did you like about the video?
- What do we mean by, “Stay Connected?”
- How do you feel about T-Mobile’s approach to “Stay Connected?”

EXPLAIN



Explain the following in your own words:

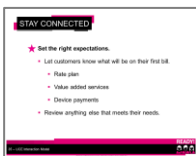
- Stay connected on your device that’s ready to go. To us, to your T-Mobile person...in ways that work.

Put the device in their hand, ready to go

- You know what it’s like to get your new device. You want to start using it immediately!
- Set your customers up for the same excitement. Ask if they have time for a complete onboarding or would they like to follow up after they have had a chance to play on it.
- Be sure the basic set-up of the device is ready to go (contacts, pictures, email, fav. apps). It may seem basic to us, but to your customer, it could turn a good experience into a great one.
- Show them how to use the features that matter most to them.

INTRO: STAY CONNECTED CONTINUED

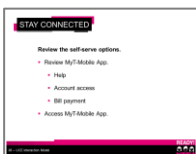
EXPLAIN



Set the right expectations (This is the starred/priority behavior.)

Make sure there are no surprises for your customer. Cover what they need to know from the first bill, to device and/or accessory installments, or how Carrier Freedom works, all based on their specific needs.

EXPLAIN



Review the self-serve options

- Review the MyT-Mobile app for their convenience, get help, pay bills, and make account changes all right from their device.
- Have them access the app, so you can see if they need help before they leave the store.

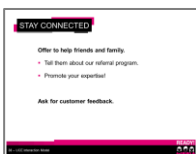
EXPLAIN



Connect on their terms

- Keep the relationship going! Ask the customer if and how they'd like to stay connected (email, text, social, phone).
- Assure them that you're here to help with any/all of their T-Mobile needs now and in the future. This is critical for building new and deepening customer relationships.
- Make your follow-up personal with questions and information specific to them.

EXPLAIN



Offer to help friends & family

- We want our customers to spread the word about the Un-carrier! Take the opportunity to discuss the referral program and offer your expertise for their friends and family based on the experience in-store today.

Ask for customer feedback

- Encourage them to share their feedback about the in-store experience today. This is how we continue to make strides in the customer experience!

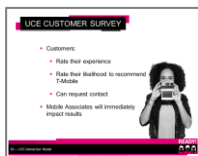
INTRO: STAY CONNECTED CONTINUED

DEBRIEF

Stay Connected is how we ensure the customer relationship doesn't end after the sale. It's just beginning!

- What do you like about "Stay Connected?"
- In your opinion, what are the most important elements of "Stay Connected?" (Connect the point that any of the responses could be the most important to the customer, so they should use them all.)

EXPLAIN



Explain the following in your own words:

- The Un-carrier Experience Customer Survey is how we hear how we're doing – straight from our customers!
- Customers rate aspects of their experience, including how likely they are to recommend...all based on YOUR interaction with them!
- That likelihood to recommend is called the Net Promoter Score.
- Customers can even request we contact them, based off their experience. And of course, we do it!
- You will learn all about this survey in your path to Mobile Expert, but you will be impacting the customer experience and your survey results as soon as you start working with customers!

ASK

Discuss how the starred behaviors in each component of the interaction model will contribute to customer survey results.

- When we “Make it Personal,” how will “Match Needs to Un-carrier Moves” increase your survey scores?
- When we “Explore and Discover,” how does “Own the Network” deliver a better customer experience in the store?
- And what about “Problem Solved?” How will “Listen, show empathy, and apologize” impact the customer survey?
- When you “Guide the Purchase,” how does that create a better customer experience?
- When you offer to “Stay Connected,” how does “Set the right expectations” help you achieve a favorable Net Promoter Score?

EXPLAIN

So, there is no guessing! Using the Un-carrier Experience Interaction Model with your customers is how you can ensure a positive customer experience!

EXPLAIN



Explain the following in your own words:

- This was just a taste of our Interaction Model! You'll continue your learning when you visit your Interaction Model Learning Hub.
- This fun, online learning environment will let you explore and discover a bunch of different learning tools. From online comments, questions, articles, you'll find ways to apply this model in ways that are authentic to you.
- The Interaction Model Learning Hub will also include assessments and quizzes, and some interactive game-like content as well.
- The goal of Interaction Model Learning Hub and the overall approach is to start a conversation about how we take care of each customer in a truly Un-carrier way.
- As you get ready to begin, don't hesitate to ask questions, or seek answers from the articles and videos you'll see online.
- After all, we are the Un-carrier, and We. Wont. Stop.

PURPOSE

To allow learners to research and learn more about overcoming hesitations, handling customer issues, and staying connected.

INSTRUCTIONS

TIME: 5 min setup, 40 min DIY, 15 min debrief

See the **UCE Interaction Model DIY Activity** slide.



1. Complete the Interaction Model Missions on the Learning Hub or Un-carrier Academy.
2. Determine what hesitations you have personally about wireless service.
3. Ask yourself how you can ensure you're offering products and services that meet customers' needs and reduce hesitations.
4. After 40 minutes, rejoin the class, to share what you learned!

DEBRIEF

See **The Download** slide.



- What hesitations have you personally had about wireless?

Sample Answer:

- Sales people are too pushy.
- Always feels like sales people sell what they want, not what I want.
- How can you ensure you're offering products and services that meet your customer's needs and reduce hesitations?

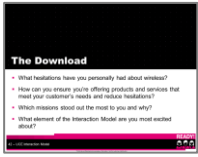
Sample Answer:

- Asking customers personalized questions.
- Having a two-way conversation.
- What missions stood out the most to you, and why?

Sample Answer:

- Explore & Discover: Demonstrating products side-by-side helps a customer get hands on and comfortable with products.
- Stay Connected: Setting expectations during Stay Connected helps to prevent customers having bill shock.

DEBRIEF



- What element of the Interaction Model are you most excited about?

Sample Answer:

- Matching customer needs to Un-carrier moves to let the customers know why T-Mobile is the right choice for them.
- Demonstrating our network to show the investment T-Mobile has made to better the customer experience.