

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		0:15
Introduce the topic.	<ul style="list-style-type: none"> Facilitator Guide & Participant Guide Presentation How We Play (COR ONLY) <ul style="list-style-type: none"> https://tmobileusa.sharepoint.com/sites/howweplay/ Un-carrier Principles <ul style="list-style-type: none"> https://c2.t-mobile.com/docs/DOC-423276 Un-carrier signature moves <ul style="list-style-type: none"> https://c2.t-mobile.com/docs/DOC-422131 	
DIY Activity		1:45
<ul style="list-style-type: none"> Research Debrief 	<ul style="list-style-type: none"> Facilitator Guide & Participant Guide Presentation Un-carrier signature moves <ul style="list-style-type: none"> https://c2.t-mobile.com/docs/DOC-422131 Team of Experts WBT 	
Bring It Together Activity		1:00
<ul style="list-style-type: none"> Skill Practice Debrief 	<ul style="list-style-type: none"> Facilitator Guide & Participant Guide Presentation Meet Your Customer videos <ul style="list-style-type: none"> https://c2.t-mobile.com/docs/437605 	
Approximate Time: 3:00		

PURPOSE

The introduction will enable Mobile Associates to:

- Explain how Signature Moves are key to T-Mobile's identity as the Un-carrier.
- Relate Signature Moves to **How We Play** and **Un-carrier Principles**.
- Express why Signature Moves are vital to the "Why T-Mobile" conversation.

ASK

Think about what you already know about T-Mobile from commercials, articles, social media, and live events. Ever heard of something called a "Signature Move?" or "Un-carrier move?" What are these things?

EXPLAIN



Explain the following key points about Signature Moves in your own words.

- Signature Moves are a huge part of what makes us the Un-carrier.
- They **eliminate customer pain points**.
- Because of them, we stand out against the competition.
- **Match needs to Un-carrier Moves** is a big deal in the Interaction Model.
- With them, you have lots of answers to: "Why T-Mobile?"
- You've gotta have a killer network to have moves like us!
- They are born out of our bold Un-carrier spirit:
 - How We Play: <https://tmobileusa.sharepoint.com/sites/howweplay/>
 - Un-carrier Principles: <https://c2.t-mobile.com/docs/DOC-423276>
- Some have been made obsolete by newer signature moves.
- It's a freakin' party when they're announced!

ACTION

1. Display the Signature Moves Snapshot, and provide an overview of our current Signature Moves that they'll be researching next.
 - a. <https://c2.t-mobile.com/docs/DOC-422131>
2. Hit up our YouTube channel and show some examples of how we party when we launch a new signature move. Keep the energy high going into the next activity! <https://www.youtube.com/user/TMobile/custom>

PURPOSE

This activity will enable Mobile Associates to:

- Explain the details of current Signature Moves.
- Distinguish between features and benefits of Signature Moves.
- Pair Signature Moves with customer needs, pain points, and lifestyles.

ASK

Who can tell me the difference between a **feature** and a **benefit**?

EXPLAIN

Lead the class in a brief discussion of features vs. benefits.

- A **feature** is a factual statement about a product or service.
- A **benefit** answers the question "what's in it for me?"

Sure, features are important – you gotta know your stuff.

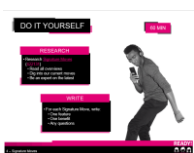
BUT customers care about benefits – so keep your conversations focused there.

INSTRUCTIONS

TIME: 15 min setup, 1 hr 15 min research, 15 min debrief.

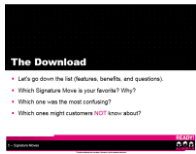
See the **DIY Activity** slide. Help learners understand how to use their time effectively.

1. Research each Signature Move. <https://c2.t-mobile.com/docs/DOC-422131>
2. Stay organized and focused:
 - a. First read the overviews for all Signature Moves.
 - b. Then do a deep dive into the current ones (in the Snapshot graphic).
3. Complete the “Team of Experts” web-based training in Un-carrier Academy.
4. For each **current** Signature Move, write down:
 - a. One feature
 - b. One benefit
 - c. Any questions you have
5. Focus some time on the latest Signature Move and become an expert – that’s the conversation that’s happening right now in your home store!



DIY ACTIVITY (CONTINUED)

DEBRIEF



See the slide titled **The Download**. Here are some ideas to check for understanding. Feel free to add your own!

1. Go down the list of current Signature Moves. For each move:
 - a. Ask for a volunteer to share the feature and benefit they wrote down.
 - b. Gather any questions from the group and answer them.
2. Ask for volunteers to share their personal favorite, and what the big benefit for them is.
3. Find out which Signature Move was the most difficult for the group to understand, and clear up any confusion.
4. Which Signature Moves might customers not know about?
 - a. **Hint:** Carrier Freedom is very often overlooked! We often hear “I’d love to switch to T-Mobile, but I’m stuck in a contract with someone else.”
5. Which tool did we learn about yesterday when we talked about **Side-by-Side Selling** that weaves Signature Moves into the customer conversation?
 - a. Answer: T-Mobile Connect > Customer Connect

PURPOSE

This activity will enable Mobile Associates to:

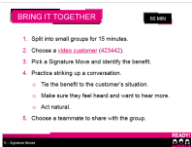
- Use the Interaction Model to initiate conversations about Signature Moves.
- Practice presenting customers with the benefits of Signature Moves, personalized to their needs.

EXPLAIN

- ✓ We know all about our Signature Moves
- ✓ We understand the difference between features and benefits
- ✓ Let's bring that knowledge to life by turning it into a conversation

INSTRUCTIONS

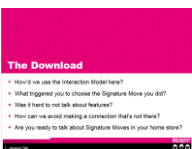
TIME: 15 min breakout groups, 30 min presentations, 15 min debrief.



See the **Bring It Together** slide.

1. Split class into small groups (no more than 4 people per group).
2. Help groups choose their video customer so there is a variety.
 - a. <https://c2.t-mobile.com/docs/437605>
3. Groups should pick a Signature Move and identify the benefit quickly.
4. The bulk of their time should be spent practicing the best way to bring up the Signature Move in a conversation with that customer.
5. What you're looking for is a short, compelling sentence or two that ties the benefit of a Signature Move to that customer's situation.
6. The goal is that the customer feels understood and wants to hear more.
7. Reconvene the class and provide balanced feedback for each presentation.
 - a. Note: This is a good time to discuss what "balanced feedback" is!

DEBRIEF



- How'd we use the Interaction Model here?
- What triggered you to choose the Signature Move you did?
- Was it hard to not talk about features?
- How can we avoid making a connection that's not there?
- Are you ready to talk about Signature Moves in your home store?

SALES FLOOR ACTIVITIES

EXPLAIN

We're not done learning about Signature Moves. 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.

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 they 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.