

## 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 <b>WIIFM</b> of the topic and/or activity.
TIME	Indicates the <b>approximate</b> time for the activity.
ASK	<b>Ask</b> the learners this question and <b>wait</b> for responses.
EXPLAIN	Use your <b>own</b> words to deliver the content.
ACTION	Indicates a <b>task</b> the facilitator must do.
INSTRUCTIONS	Provides steps on how to complete an <b>activity</b> .
DEBRIEF	Guided <b>discussion</b> to gauge knowledge retention.

## STANDARD MODULE FLOW



## TOPICS, TOOLS, & TIME

Topics	Tools	Est. Time
<b>Intro</b>		0:10
Introduce the topic for today.	<ul style="list-style-type: none"> <li>Facilitator Guide &amp; Participant Guide</li> <li>Presentation</li> </ul>	
<b>DIY Activity</b>		1:25
<ul style="list-style-type: none"> <li>Research</li> <li>Debrief</li> </ul>	<ul style="list-style-type: none"> <li>Facilitator Guide &amp; Participant Guide</li> <li>Presentation</li> <li>Ship-to catalog in Tapestry</li> <li>C2 pages:               <ul style="list-style-type: none"> <li><a href="https://c2.t-mobile.com/docs/DOC-436892">https://c2.t-mobile.com/docs/DOC-436892</a></li> <li><a href="https://c2.t-mobile.com/docs/DOC-423054">https://c2.t-mobile.com/docs/DOC-423054</a></li> </ul> </li> <li>Video examples:               <ul style="list-style-type: none"> <li>C2 &gt; Sales Training &gt; Accessories &gt; Accessory Zone Videos</li> <li>C2 &gt; Sales Training &gt; Accessories &gt; Product Videos</li> </ul> </li> </ul>	
<b>Bring It Together Activity</b>		0:40
Listen for verbal cues, then Guide the Purchase by making a personalized accessories recommendation.	<ul style="list-style-type: none"> <li>Facilitator Guide</li> <li>Meet Your Customer Videos: <a href="https://c2.t-mobile.com/docs/437605">https://c2.t-mobile.com/docs/437605</a></li> </ul>	
<b>Approximate Time: 2:15</b>		

### PURPOSE

Mobile Associates will be given time to explore and learn about the accessories in-store, and learn the importance of accessories to both customers and T-Mobile.

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

- Describe a variety of accessories.
- Determine the benefits of accessories.
- Identify accessory sales as an important source of revenue.
- Practice Guiding the Purchase with an accessories recommendation.

### ASK

Ask and discuss in your own words:



- Anyone in the class brave enough to go without a case and screen protector on your phone?
- What other accessories do you consider essential?
- What accessories do you use that make you love your phone even more?

### EXPLAIN

Explain the following in your own words:



- Accessories do everything from protect a customer's investment in their device to transform its capability – like with a virtual-reality headset.
- Phone cases, screen protectors, and car chargers are the basics.
- But there's SO much more!
- Help customers have next-level love for their phone or other device by recommending accessories that enhance how they use it.
- Love music? We offer some of the best headphones.
- Stream a lot of videos? Give your arms a break with a phone stand.
- 3% battery life left? A back-up power supply is like CPR for your device.
- Accessories also represent an important source of revenue.

### PURPOSE

Mobile Associates will explore the accessories available in-store, especially those beyond the basics of a case and screen protector, and identify the benefits of accessories.

### INSTRUCTIONS

TIME: 10 min setup, 60 min research, 15 min debrief

See the **Accessories DIY Activity** slide.



1. Check out the most current Accessory Guide. (436892)
2. Learn how EIP for accessories works. (423054)
3. Explore accessories on the sales floor.
4. Partner with a manager or experienced Mobile Expert to check out the accessories ship-to catalog in Tapestry.
5. Choose accessories listed on **Accessories DIY Activity** slide.
6. The last accessory should be one that is NOT a case, screen protector, or car charger. It can be a different charging solution.
7. Each learner should record themselves describing the last accessory and its benefits, using either their own personal phone or an in-store device.
8. Some accessory video examples can be found here:
  - o C2 > Sales Training > Accessories > Accessory Zone Videos
  - o C2 > Sales Training > Accessories > Product Video
9. Complete a **Purchase Estimate** to include both EIP installment and down payment amounts.

## DIY ACTIVITY, CONTINUED

### DEBRIEF



See the **Accessories Download** slide.

- How did your accessory research go?
- What is the maximum amount a customer can finance in accessories per line with EIP?
- What accessories did you choose?
- What was the grand total? How much was the monthly EIP?
- Who wants to re-enact their video for the class?

## BRING IT TOGETHER ACTIVITY

40 MIN

### PURPOSE

This activity will help Mobile Associates listen for verbal cues that will help them identify and recommend accessories that will benefit a customer.

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### EXPLAIN

When offering a product, the customer will not always say yes right away! We don't have a formula to make a customer say yes.

To overcome their hesitation, you will use the Interaction Model to align the product's features and benefits to the customer's lifestyle.

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### ASK

What parts of the Interaction Model can you use to overcome a customer's hesitation?

Possible Responses:

It could be all parts of the Interaction Model. The key is for the Mobile Associate to actively listen and look for the customer's body language, then use the Interaction Model behaviors to address any hesitations.

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### EXPLAIN

As you go through this activity, make sure you are using the Interaction Model behaviors when presenting the accessories.

## BRING IT TOGETHER ACTIVITY, CONTINUED

### INSTRUCTIONS

TIME: 5 min setup, 25 min group breakout time, 10 min debrief

See the **Accessories Bring It Together** slide.

Split class into small groups of 3-4. No more than 4 people to allow time for each person to have an opportunity to skill practice.

- Assign each group a video customer, from the following:
  1. Anthony
  2. Britney
  3. Juliana
  4. Allen
  5. Carl
  6. Scarlett
- Identify 2 accessories (not a case and screen protector) for their customer.
- As a team, they will:
  - Think about what is known about the customer's lifestyle.
  - Identify verbal cues that help identify an accessory need.
  - Determine 2 accessories that will benefit the customer.
  - Practice Guiding the Purchase, by recommending the accessories and explaining how they will benefit the customer.
  - Rotate through until each team member has been the Mobile Associate.

After 25 minutes, bring the class back together and debrief.



## BRING IT TOGETHER ACTIVITY, CONTINUED

### DEBRIEF



See the **Bring It Together Download** slide

- What did your group do well?
- What verbal cues did you hear from the customer?
- What is the most useful thing you learned in this module?