

Ready! Certification Scorecard

SHOW YOUR STUFF!

Interaction Model Behavior	Score	Day 9 Observed? Yes/No	Day 14 Observed? Yes/No	Notes
Make It Personal				
Did the Mobile Associate match needs to Un-carrier Moves? Not every single Un-carrier Move...just one, two, or a few of ‘em	8	N	Y	9: Jumped into C interested in new I-Phone, that took over the conversation 14: TMO 1; JUMP; Netflix
Was the Mobile Associate their Un-carrier self? Like for real?	2	Y	Y	9: High 5’ed C. about graduation. 14: Asked about C’s screen saver (kids) & shared story about your nephew.
“You first.” “No, you first!” Did the Mobile Associate have a two-way conversation?	3	N	Y	9: Used all closed-Qs. Could have asked about post-grad plans to start dialogue. 14: Used open-Qs & got C. talking about her children.
Did the MA spend time on what matters...to the customer?	3	Y	N	14: forgot to tie back why the customer came in
Did the Mobile Associate and the customer have serious fun?	2	N	Y	9: Nerves took over.... Breathe and relax! 14: Great energy- conversation was all about fun- C was laughing
TOTAL POINTS:	18	18/18		
Explore & Discover				
Our network is badass! Did the Mobile Associate own our network?	8	Y	N	9: C was excited about the fast speeds! 14: missed opp to own it! Don’t forget to talk about our great network!
Do MAs know T-Mobile messaging & pricing statements?	3	Y	N	14: make sure customers know what we’re all about as you get to know their needs!
Did the Mobile Associate demonstrate products & features? #letmeshowyou	3	N	Y	9: Find out features the C uses, and demo them! Ie: alarm for school
We rock! Want proof? Did the MA offer products or services to show difference from the competition? Did the MA explain the cost differences between the customer current carrier and what T-Mobile can offer?	3	N	Y	9: show the C what they’ll save- get them excited about things we offer, too!
In a hurry? Not in a hurry? Did the Mobile Associate match the customer’s pace?	3	Y	N	9: C. said he was trying to beat rush hour traffic. You told him you’d get him out asap & worked quickly. 14: C. kept checking her phone & speaking quickly. You should have just focused on her needs.
TOTAL POINTS:	20	20/20		
Problem Solved				
Did the Mobile Associate listen, show empathy & apologize? It’s kind of a big deal.	8	N	Y	9: Didn’t show empathy when he said he dropped his phone. 14: Apologized when C. said her texts weren’t being sent.
Folks just paying their bill have feelings too. Did the MA appreciate routine transactions?	3	N	N	9: Should have asked something like how his day was. 14: Should have asked something like how her day was.
Did the Mobile Associate take ownership? Not ‘kind of’ – we’re talking ownership.	4	Y	N	14: be confident- “I think” doesn’t show that you can do it
Did the Mobile Associate use resources and tools? (REMO, C2, PCC, etc.)	3	N	Y	9: Remember the PCC can help set expectations with the network!
TOTAL POINTS:	18	15/18		

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Guide the Purchase

Let's make this all about you! Did the Mobile Associate ask personalized questions?

8

N

Y

9: get to know the Customer! Ask questions! Don't let the customer drive the conversation
14: Great mix of questions to learn about the customer

Did the Mobile Associate recognize the T-Mobile for Business lead? You know...ask about their job or business needs.

3

Y

N

9: Asked about C's job when she said she had just left work.
14: Didn't ask about C's biz logo on his shirt.

We are so much better than those other guys. Did the MA explain Why T-Mobile?

4

Y

N

14: Missed Opp to reinforce Netflix when you learned about their family night

Calling all experts. Did the Mobile Associate share product, service & network expertise?

3

N

N

9: Didn't explain WiFi calling option correctly
14: confused C with DP/PDP info

"I rock the...." Did the MA give personal recommendations?

2

Y

N

14: Let the C know that you recommend based on what you've learned from them

Did the Mobile Associate overcome hesitations?

3

N

Y

9: Told C. to come back if he had Qs.
14: Asked what Qs he still had.

Bottom line. Did the Mobile Associate drive the purchase decision?

3

N

Y

9: Let the customer drive the conversation- be confident!

TOTAL POINTS:

26

23/26

Stay Connected

Did the Mobile Associate set the right expectations? No bill shock up in here.

8

Y

N

14: explain billing with every C

Teach them to care for themselves. Did the MA review the self-serve options?

3

Y

N

14: missed discussing adding the App and TMO Tuesdays

Call me, maybe. Did the Mobile Associate connect on their terms?

2

Y

Y

9: set up email follow up
14: set up 1 week call back

Did the MA offer to help friends & family? Give me an R-E-F-E-R-R-A-L-S!

3

N

Y

9: Didn't mention referrals at all.
14: Asked C. to refer his friends.

Tell it to us straight! Did the Mobile Associate ask for customer feedback?

2

N

Y

9: Don't forget to ask if they have Qs before they leave you!

TOTAL POINTS:

18

18/18

CERTIFICATION SCORE: (85% needed to be certified)

100

94/100

Certified: **YES** **NO**

Mobile Associate:

Date: