

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 for today.	<ul style="list-style-type: none"> Facilitator Guide & Participant Guide Presentation 	
DIY Activity		1:45
<ul style="list-style-type: none"> Research Debrief 	<ul style="list-style-type: none"> Facilitator Guide & Participant Guide Presentation Introducing Smartpicks WBT (Un-carrier Academy) C2 pages: <ul style="list-style-type: none"> https://c2.t-mobile.com/docs/DOC-419851 https://c2.t-mobile.com/docs/DOC-415726 https://c2.t-mobile.com/docs/DOC-430777 https://c2.t-mobile.com/docs/DOC-421579 https://c2.t-mobile.com/docs/DOC-415879 https://c2.t-mobile.com/docs/DOC-437464 	
Bring It Together Activity		1:00
Practice Explore & Discover by asking questions and then Guide the Purchase by making a personalized phone recommendation.	<ul style="list-style-type: none"> Facilitator Guide & Participant Guide Presentation 	
Sales Floor Activity		
	<ul style="list-style-type: none"> Facilitator Guide & Participant Guide Presentation Sales Floor Activity packet 	
Approximate Time: 3:00		

PURPOSE

Mobile Associates will be given time to explore T-Mobile's handset line-up and various handset programs which make devices affordable for customers.

After successfully completing this module, they will be able to:

- Describe the Equipment Installment Plan (EIP).
- Describe Smartphone Equality.
- Explain Smartpicks.
- Translate phone features into benefits.
- Practice Guiding the Purchase with a personalized phone recommendation.

ASK

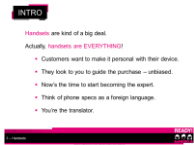


Ask and discuss in your own words:

- Show of hands: Who is team Android? Why?
- Show of hands: Who is team iOS? Why?
- What differences do you think there are between Android and iOS?
- What, if any, personal biases do you have for Android or iOS?
- How might this affect your ability to serve our customers?
- Switching gears, who here has ever been really excited about a new phone?
- Anyone ever stood in line for hours to get a new iPhone or know someone who has?
- Who here has ever been as excited about a rate plan?
- Which devices has your phone replaced (i.e. – camera, alarm clock, GPS unit, etc.)?

INTRO, CONTINUED

EXPLAIN



- Clearly, phones are EVERYTHING!
- Nothing about wireless service is more exciting than a new phone.
- Phones contain our memories.
- They bring the awesomeness of our network to life.
- They are our connection to the world.
- Because of this, phones are very personal.
- Customers will look to you as the expert to help them find the right phone, that fits their budget.
- It's important to be able to make recommendations without personal bias towards a brand or operating system.
- Phones have super-advanced technology, which is awesome.
- Sometimes the terminology used to describe a phone's awesomeness can sound like a foreign language to customers.
- As the Mobile Associate, you're there to translate those specs into meaningful benefits for the customer.
- Pretend the customer asked, "Why does that matter?"
- For sales purposes, we have two categories of handsets – Superphones and Smartpicks.
- Superphones tend to be the flagship devices that have their own commercials and marketing, and are more expensive.
- Smartpicks are the devices that are still feature-packed, often with a lot of the same features as the superphones, but at a more affordable price.

PURPOSE

Mobile Associates learn about handsets and programs that make handsets affordable, focus on translating phone features/specs into meaningful benefits, and learn how down payment pricing varies depending upon credit class.

INSTRUCTIONS

TIME: 10 min setup, 1 hr 15 min research, 20 min debrief

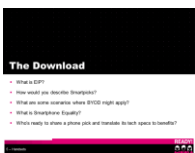
See the **Handsets DIY Activity** slide.



1. Learn about handsets in C2 and T-Mobile.com.
2. Learn about handset programs designed to make handsets affordable.
3. Complete Introducing Smartpicks WBT in Un-carrier Academy.
4. Choose 2 phones: Superphone (on the opposite OS of your personal preference) and a Smartpick.
 - Choose 3 favorite specs for each phone.
 - Translate those specs into benefits.
5. Learn the current pricing and how down payments vary depending upon credit class.

DEBRIEF

See the **Handsets Download** slide.



- What is EIP?
 - No-interest finance plan to split up the cost of phones and accessories over 24 months.
- How would you describe Smartpicks?
 - A carefully selected group of phones that have very similar features as the superphones, but at a fraction of the cost.
- What is Smartphone Equality?
 - A program that allows less-qualified customers to become eligible for well-qualified pricing after 12 consecutive months of good payment history.
- What should you be sure to use every time you have a BYOD customer?
 - The BYOD device check app.
- Who's ready to share a phone pick and translate its tech specs into benefits?

PURPOSE

This activity will help Mobile Associates practice Explore & Discover by asking discovery questions, and Guide the Purchase by making a personalized phone recommendation.

INSTRUCTIONS

TIME: 5 min setup, 25 min group breakout time, 20 min presentations, 10 min debrief



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

Split class into small groups of 3-4. No more than 4 people to allow everyone time to ensure maximum engagement and participation.

- Each group will create a customer who is interested in a new phone.
- Based on their customer profile, they should choose a phone that fits the customer's needs and lifestyle.
- Prepare a 3-minute skit (approximately) where one person plays the Mobile Associate and another is the customer.
- Skit should include the following:
 - 2-3 open-ended discovery questions to learn about the customer.
 - Personalized phone recommendation that describes how the phone will benefit the customer, based on what was heard.
 - Phone price, including down payment due today, and monthly installments if using EIP.
- Groups will be asked to present their skit to the rest of the class.

Facilitator note: Tell a couple of groups to wait for further instruction, before they begin. Privately inform these groups they will create a customer who has "not well qualified" credit, who will take advantage of SmartPicks.

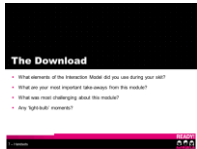
BRING IT TOGETHER ACTIVITY (CONTINUED)

- After 25 minutes, bring the class back together.
- Ask for a volunteer team to go first. Then, let the first team pick the next team to go, and so on. Continue for 20 minutes.

Depending upon class size, it's possible not all teams will get to do their skit.

Facilitator note: If not all teams will have time to present, then an alternative is for the teams to perform their skit within their group, with a team member observing and giving feedback. With this option, it will be important for you to circulate through the groups, observing as many skits as possible.

DEBRIEF



See the **Bring It Together Download** slide

- What elements of the Interaction Model did you use during your skit?
- What are your most important take-aways from this module?
- What was most challenging about this module?
- Any 'light-bulb' moments?

SALES FLOOR ACTIVITIES

EXPLAIN

Later today, you'll take some time to see system transactions that make EIP and Bring Your Own Device activations a reality for customers.

You'll also want to pay attention to see what types of handset conversations you can hear while on the sales floor.

NOTE

Time is allotted at the end of each day for sales floor activities. Most days will have sales floor activities from multiple modules. Before ending this module, spend a few moments covering the instructions for this module's sales floor activities. Refer to the Ready! Roadmap for specific timing.

- Ready! roadmap: <https://c2.t-mobile.com/docs/DOC-437474>

INSTRUCTIONS



- Review the content on the slide with the group.
- Have the learners bring their **Sales Floor Activity Guide** with them and take notes as they observe and interact with the store team on the sales floor.
- If learners 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.