

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	Y	Y	9: Explained how to take advantage of Simple Global and Go-Go Inflight since she traveled a lot! 14: Simplistically explained #GOOTR and demonstrated the value.
Was the Mobile Associate their Un-carrier self? Like for real?	2	Y	Y	9: Said, "Yes!" when C. said she was planning a trip to Disneyland. 14: Said, "We're going to have to talk 'theories'" when C. said he watches "Westworld" on his phone.
"You first." "No, you first!" Did the Mobile Associate have a two-way conversation?	3	Y	N	9: Asked C. to tell you more about her travel. 14: Not enough open ended Qs.
Did the MA spend time on what matters...to the customer?	3	N	Y	9: Rushed through onboarding when the C said she wasn't tech savvy. 14: Took time to learn about C's previous wireless experience.
Did the Mobile Associate and the customer have serious fun?	2	Y	N	9: Nice job playing music that fits her travels! 14: Felt very 'carrier' no excitement about TMO.
TOTAL POINTS:	18	18/18		
Explore & Discover				
Our network is badass! Did the Mobile Associate own our network?	8	Y	Y	9: Demonstrated the LTE Comparison Map side by side. 14: Demonstrated the LTE Comparison Map side by side.
Do MAs know T-Mobile messaging & pricing statements?	3	N	Y	9: No pricing or messaging statements. 14: Explained our pricing very simply.
Did the Mobile Associate demonstrate products & features? #letmeshowyou	3	N	N	9: Too much feature dumping. 14: Too much feature dumping.
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	Y	N	9: Reassured the customer they would have more value w/TMO. 14: No competitive comparison.
In a hurry? Not in a hurry? Did the Mobile Associate match the customer's pace?	3	N	N	9: C. said she needed to get baby home for his nap. Should have moved more quickly. 14: Left C. when he was spending a lot of time exploring the iPhone.
TOTAL POINTS:	20	14/20		
Problem Solved				
Did the Mobile Associate listen, show empathy & apologize? It's kind of a big deal.	8	N	Y	9: No empathy when C. was frustrated about her battery dying. 14: Apologized when you discovered the billing error.
Folks just paying their bill have feelings too. Did the MA appreciate routine transactions?	3	N	Y	9: Should have asked something like how her day was. 14: Asked C. what he was doing today, while pulling up acct.
Did the Mobile Associate take ownership? Not 'kind of' - we're talking ownership.	4	N	Y	9: Missed an opp to tell the customer you were going to take care of it 100%! 14: Reassured the customer that we would find a solution.
Did the Mobile Associate use resources and tools? (REMO, C2, PCC, etc.)	3	N	Y	9: Use C2 when you are not sure- that will help build trust 14: Used C2 to identify why the device was having force close issues. Made it easy for C to understand.
TOTAL POINTS:	18	18/18		



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Guide the Purchase

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

8

Y

N

9: Asked Qs about family to identify a SYNC UP need. Used primarily open-ended questions.
14: Asked a lot of closed ended Qs.

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

3

N

N

9: C. was on lunch break. Should have asked about his job.
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

Y

9: Clear understanding of why T-Mobile would give more value than her previous provider.
14: Explained to C that T-Mobile would add value to their plan and help them Get Out of The Red.

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

3

N

Y

9: Missed opportunity with recommending One Plus Int'l based on her travels.

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

2

Y

N

9: Explained how you use SYNC UP which added a great personal touch.

Did the Mobile Associate overcome hesitations?

3

Y

N

9: C. said she needed to check w/her wife. You related and asked what she might want to specifically know about.
14: C. said the phone was expensive. Should have reviewed options and alternatives.

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

3

N

N

9: Customer had to say they were ready to purchase, could have used a closing statement.

TOTAL POINTS:

26

20/26

Stay Connected

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

8

Y

Y

9: Great job setting first bill expectations.
14: Great job setting first bill expectations.

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

3

N

Y

9: Did not download the TMO app or TMO Tuesdays.
14: Downloaded the TMO app and TMO Tuesday's and showed how to use it.

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

2

Y

N

9: Provided C with biz card.
14: No business card or follow up.

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

3

N

N

9: Didn't mention referrals at all.
14: Remember referrals!

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

2

N

N

9: Didn't mention the survey.
14: Didn't mention the survey.

TOTAL POINTS:

18

13/18

CERTIFICATION SCORE: (85% needed to be certified)

100

80/100

Certified: YES NO

Mobile Associate:

Date: