

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				
Was the Mobile Associate their Un-carrier self? Like for real?	2				
"You first." "No, you first!" Did the Mobile Associate have a two-way conversation?	3				
Did the MA spend time on what matters...to the customer?	3				
Did the Mobile Associate and the customer have serious fun?	2				
TOTAL POINTS:	18	/18	/18		
Explore & Discover					
★ Our network is badass! Did the Mobile Associate own our network?	8				
Do MAs know T-Mobile messaging & pricing statements?	3				
Did the Mobile Associate demonstrate products & features? #letmeshowyou	3				
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				
In a hurry? Not in a hurry? Did the Mobile Associate match the customer's pace?	3				
TOTAL POINTS:	20	/20	/20		
Problem Solved					
★ Did the Mobile Associate listen, show empathy & apologize? It's kind of a big deal.	8				
Folks just paying their bill have feelings too. Did the MA appreciate routine transactions?	3				
Did the Mobile Associate take ownership? Not 'kind of' – we're talking ownership.	4				
Did the Mobile Associate use resources and tools? (REMO, C2, PCC, etc.)	3				
TOTAL POINTS:	18	/18	/18		
Guide the Purchase					
★ Let's make this all about you! Did the Mobile Associate ask personalized questions?	8				
Did the Mobile Associate recognize the T-Mobile for Business lead? You know...ask about their job or business needs.	3				
We are so much better than those other guys. Did the MA explain Why T-Mobile?	4				
Calling all experts. Did the Mobile Associate share product, service & network expertise?	3				
"I rock the...." Did the MA give personal recommendations?	2				
Did the Mobile Associate overcome hesitations?	3				
Bottom line. Did the Mobile Associate drive the purchase decision?	3				
TOTAL POINTS:	26	/26	/26		
Stay Connected					
★ Did the Mobile Associate set the right expectations? No bill shock up in here.	8				
Teach them to care for themselves. Did the MA review the self-serve options?	3				
Call me, maybe. Did the Mobile Associate connect on their terms?	2				
Did the MA offer to help friends & family? Give me an R-E-F-E-R-R-A-L-S!	3				
Tell it to us straight! Did the Mobile Associate ask for customer feedback?	2				
TOTAL POINTS:	18	/18	/18		
CERTIFICATION SCORE: (85% needed to be certified)	100	/100	/100	Certified: YES NO	
Mobile Associate:				Date:	