

The Un-carrier Principles

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



The Un-carrier Principles

TOPICS, TOOLS, & TIME

Topics	Tools	Est. Time
Intro		0:45
Discussion of each principle and how it contributes to the Un-carrier customer experience.	<ul style="list-style-type: none">• Facilitator Guide & Participant Guide• Presentation• Un-carrier Experience – Posters:<ul style="list-style-type: none">◦ https://c2.t-mobile.com/docs/DOC-423276• Note: Each Principle discussion should be approximately 8 minutes.	
Sales Floor Activity		1:30
Move learners from the theory of the Principles to seeing them in action on the sales floor.	<ul style="list-style-type: none">• Facilitator Guide & Participant Guide• Presentation• Note: Be sure the training store manager knows about the goals for this activity and is prepared to support the new learners. This is only their second day and they may need firm direction on how to partner with experts on the floor.	
Floor Activity Debrief		0:20
Discuss how the Principles affected the customer experience.	<ul style="list-style-type: none">• Facilitator Guide & Participant Guide• Presentation	
Approximate Time: 2:35		

EXPLAIN



A Principle is a fundamental truth that serves as the foundation for your behavior. T-Mobile has five Principles that influence every decision we make. They guide us to the right decisions to make sure we deliver on our Un-carrier promise.

Tell learners to take notes in their Participant Guide during this discussion as they'll be using the information later in the day. They can also download the Principles from C2 at <https://c2.t-mobile.com/docs/DOC-423276>.

ASK



Customer Focus

- Read the Customer Focus Principle on the slide. Discuss the following questions with the learners. Add your own questions as the discussion requires.
- Ask the learners why Customer Focus in our first Principle.
- Whether you're new or existing, we put our customers first. That's kind of an odd statement. In a typical wireless retail store what happens if you're an existing customer?
- If you are living this Principle in your store, what is your responsibility?
 - Sample answers:
 - To be as committed to helping the customer with a problem as you are to the customer who wants to buy something.
 - Helping customers comes before stocking or inventory or paperwork.
 - Be respectful of the customer's time. Spend time on what matters to them.

Simplicity

- Read the Simplicity Principle from the slide. Discuss the following questions with the learners.
 - Given what you know about T-Mobile, why is Simplicity considered a foundational behavior?

INTRO (CONTINUED)

- How will Simplicity show up in our products and services?
- If you are living the Simplicity Principle, how will it show up in your customer interactions?
 - Sample answers:
 - Be your true authentic self with the customer. Don't be that "typical" sales person.
 - Be honest about the products and services.
 - Keep your sales discussions simple and straightforward. Don't use industry jargon.
- Simple, honest and transparent actions will set T-Mobile above the other wireless carriers and keep your customers coming back.

Value

- Read the Value Principle from the slide. Discuss the following questions with the learners.
 - What do you think of when you hear the word value?
 - How does T-Mobile provide value to our customers?
 - How do you, the frontline face of T-Mobile, provide value for your customers?
 - Sample answers:
 - Recommend what the customer really needs, not what you'll make the most commission on.
 - Tell them about the additional services and products that will help them get the most out of their wireless service. Ex. screen protectors.

Freedom

- Read the Freedom Principle from the slide. Discuss the following questions with the learners.
 - We heard a quote earlier about the mobile device being the single greatest technology invention of our life. How does mobility give us freedom?

INTRO (CONTINUED)

- T-Mobile has plans that include unlimited calls, text, and data. How does that free the customer to use their devices however they want?
- In living this Principle, how do you break down barriers for your customer?
 - Sample answers:
 - Really listening to what they need and making sure you get it for them.
 - Help them freely explore the store and our devices.
 - Tell customers about the value of T-Mobile beyond just free stuff: customer service, multiple ways to connect with you, their T-Mobile person.
- Honestly, you are the biggest value the customer receives from T-Mobile. T-Mobile's right priced products, rate plans and services, plus your personalized attention to their wireless needs gives your customer full value for their money.

Serious Fun

- Read the Principle from the slide. Discuss the following:
 - Serious fun! Seriously? That sounds like a contradiction. What is your take on this Principle?
 - How does Serious Fun show up in our stores?
 - This Principle is one that everyone embraces. How will you have Serious Fun with your customers?
 - Sample answers:
 - Be natural and at ease with them.
 - Don't be afraid to be personal. Share how you use wireless and what works for you.
 - Be genuinely interested in them as a person, not just another sale.
 - Just remember to follow your customer's lead on what serious fun looks like!

PURPOSE

- To give learners time on the sales floor to observe Mobile Experts in action.
- This activity gives the opportunity for Mobile Associates to learn more about the Un-carrier Principles in action on the sales floor.

ACTION

- Review the slide & instructions to deliver the activity.

EXPLAIN

- You will now get a chance to observe Mobile Experts in action.
- You will not all be on the sales floor at once because we don't want to overwhelm the staff or the customers.

INSTRUCTIONS



1. Split the class into two groups.
2. Explain the instructions for each group.
3. Advise the learners to write the “What to look for” items in their Participant Guides.
4. Once Group B finishes the learnings in Cornerstone have them switch.

Group A will start on the sales floor.

1. Pair a learner with a Mobile Expert.
2. Observe MEs in action.

What to look for?

- a. Where can you find the five Un-carrier Principles in action?
- b. What is the impact of the Principles on the customer?
- c. On our employees?
- d. On T-Mobile?

Group B will complete the following learnings in Cornerstone.

1. T-Mobile Privacy & Security WBT
2. Code of Business Conduct WBT

PURPOSE

To hear what the learners discovered on their sales floor time. Encourage discussion and exchange of ideas and observations.

DEBRIEF



There are two ways you can do this debrief. Choose the one that suits you and your class best.

Option 1: Free for all

- Ask how many people saw all 5 Principles in action. Tell learners that if they didn't see all five, take notes on what the other learners saw.
- Ask for volunteers to tell you the most exciting Principle they saw in action and the impact it had on the customer or the employee or the company.
- Make sure all the Principles are covered and each person has responded at least twice. Call on the learners if necessary.

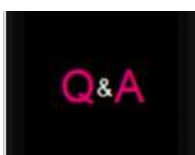
Option 2: Sequential order

- Ask how many people saw all 5 Principles in action. Tell learners that if they didn't see all five, take notes on what the other learners saw.
- Call out each Principle individually. Ask for two or three volunteers to share what they saw and the impact of that Principle.
- Make sure all learners contribute at least one Principle and the impact.

Then, ask the following questions:

- How do the Un-carrier Principles change the store environment? How is it different from a typical retail store?
- How do the Principles tie into the Un-carrier brand?
- What makes it challenging to live up these Principles?
- Which Principle resonates most with you, and why?

EXPLAIN



Module End

End with a statement about how T-Mobile does truly live its Principles and to look for them in all that we do!