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

| Resources
• Open
• Review | Intro
• See it | Do it Yourself (DIY) Activity
• Try it
• C2 research
• Debrief | Bring it Together Activity
• Try it
• Show it |

READY!

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TOPICS, TOOLS, & TIME

Topics	Tools	Est. Time
Intro		0:15
Introduce the topic for today.	• Facilitator Guide & Participant Guide • Presentation	
DIY Activity		1:15
• Research • Debrief	• Facilitator Guide & Participant Guide • Presentation • Meet Your Customer Videos: https://c2.t-mobile.com/docs/DOC-437605 • Customer Profile Index: https://c2.t-mobile.com/docs/422156	
		Approximate Time: 1:30

PURPOSE

Set up the assignment for the class to watch the customer profile videos.

After successfully completing this course, you will be able to:

- Identify what is important to customers through active listening.
- Identify how wireless service ties into the customer's lifestyle.
- Identify customer's personal wireless or industry pain points.

EXPLAIN

Explain the following in your own words:

- At T-Mobile, we have all different kinds of customers, and we want to offer personalized service to each of them.

- It's important that we actively listen and learn about what's important to our customers, so we can tailor our interaction and recommendations specifically to them.

- To start practicing that, I've got some customers I'd like you to meet, via video!

Meet Your Customers

DIY ACTIVITY   1 HR 15 MIN

PURPOSE   To prepare learners to demonstrate a personalized recommendation, including the use of combined pricing with rate plan and additional services.


INSTRUCTIONS   See the **DIY Activity** slide.

- Watch the Customer Profile videos, here: https://c2.t-mobile.com/docs/DOC-437605
- Mobile Associates have **40 minutes** to meet your customers and take notes on:
    o Things that are important to them.
    o How they spend their time.
    o How they use wireless.
    o Pain points they've experienced.
- After you've finished, we'll review what you learned.
- What questions do you have?

DIY ACTIVITY - CONTINUED

DEBRIEF
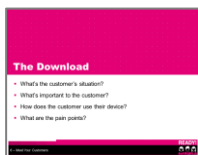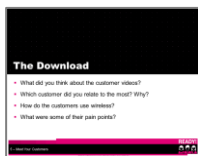
See **The Download** slide.

Sample Questions:

- What did you think about the customer videos?
- Which customer did you relate to the most? Why?
- How do the customers use wireless?
- What were some of their pain points?

Discuss each video customer:

- What is their story/situation?
- What seems important to them?
- How do they use their device?
- What are their pain points?

Use the Meet Your Customers Index for help with talking points for each customer.

- https://c2.t-mobile.com/docs/422156

Customers:

1. Allen (Millennial)
2. Anthony (Communications Employee)
3. Ben (Firefighter)
4. Britney (Manager/Barista)
5. Carl (Father of 2)
6. John (Baby Boomer)
7. Juliana (Photographer/Small Business Owner)
8. Kelly (Single Parent)
9. Meg (Mother of 4)
10. Scarlett (Server/Prepaid Customer)

Explain the following in your own words:

As we continue through Ready!, we'll be referring back to these customers to help you practice what you're learning.