

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

Note: This module is optional for TPR. TPR locations may add or substitute their own company values module.

Topics	Tools	Est. Time
Intro		0:05
Introduce the topic for today.	<ul style="list-style-type: none">• Facilitator Guide & Participant Guide• Presentation	
What People Say Discussion		0:25
Actual customers talk about their wireless carrier.	<ul style="list-style-type: none">• Facilitator Guide & Participant Guide• Presentation• Industry Sentiment video<ul style="list-style-type: none">○ https://c2.t-mobile.com/docs/DOC-421531	
What People Say Part II		0:20
Actual customer letters to T-Mobile showing how our values impact them.	<ul style="list-style-type: none">• Facilitator Guide & Participant Guide• Presentation• Customer Letters Video<ul style="list-style-type: none">○ https://c2.t-mobile.com/docs/DOC-421527	
Bring it Together		0:15
Compare the industry sentiment to T-Mobile letters.	<ul style="list-style-type: none">• Facilitator Guide & Participant Guide• Presentation	
Approximate Time: 1:30		

PURPOSE

Introduce learners to the T-Mobile values of How We Play.

EXPLAIN



Explain the following in your own words:

How We Play is the name for T-Mobile values. Values are the actions we take to make sure we are working according to our Principles. The How We Play values also show us how to work with each other, not just our external customers. It's how we work together to become a highly admired retailer and how we have become a best place to work.

EXPLAIN



We've learned about Principles and now about values. Values are the behaviors that make the Principles real. How do they work together?

1. Read out each value including the supporting sentence. Ask questions as needed during the read out.
 - **Frontline first because our customers are first.**
 - We value our frontline teams because they take care of our customers.
 - **Results matter. Count on me to deliver.**
 - We are wired to perform. We take ownership for doing our part.
 - **Be bold. Think big. Make a difference.**
 - We have a fearless mindset. We are here to change the industry. We take the right risks.
 - **Play to WIN and have fun.**
 - We are here to win and have some fun along the way.
 - **Do it the right way.**
 - We earn the trust of our team mates, customers, and shareholders every day.

INTRO (CONTINUED)

INSTRUCTIONS



Principles and Values Work Together

1. Ask learners which Principle the values behaviors support.
2. Accept any reasonable answer but here are some suggestions. There are a lot of right answers!
 - Customer Focus = Front line first, because customers are first.
 - Serious Fun = Play to WIN and have fun.
 - Simplicity = Results matter. Count on me to deliver. (authentic experience)
 - Freedom = Be bold. Think big. Make a difference.
 - Customer Focus = Do it the right way.

PURPOSE

To point out how broken the wireless industry is and how the Un-carrier Experience at T-Mobile makes us different. We're about the customer.

EXPLAIN

It's that simple: We are about the customer! That means we listen to our customers... and what they've got to say about wireless carriers isn't pretty. We've heard John Legere call wireless "a stupid, broken, arrogant industry." In this next video, we'll hear how actual customers feel about wireless.

INSTRUCTIONS

What Do Real Customers Think?



1. Show the Industry Sentiment Video.
 - a. <https://c2.t-mobile.com/docs/DOC-421531>
2. Show the debrief slide.
3. Ask the learners the following question.
 - How did these customers describe the carriers and the wireless industry?
4. Tell the learners that this is a major differentiator for us. Our values make us not like the others. In every sale, in every conversation we need to be about the customer. We listen to the customer's needs, make the customer a priority, make the customer feel valued. The opposite of what we hear in the video.

PURPOSE

To contrast what people say about T-Mobile with the other carriers we just heard about.

EXPLAIN

What Customers Say About Us

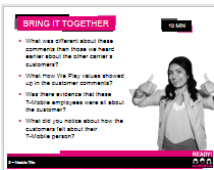
- Every customer should have an Un-carrier experience, every time, on the phone and in the store. We want a relationship with each of our customers where they understand that we are the Un-carrier and how that benefits them.
- You own the customer interaction and it's your responsibility to create that relationship. That sounds great but what does that look like in real life?

INSTRUCTIONS



1. Tell the learners that the quotes they are about to see are taken from actual customer letters.
2. Play the Customer Letters video.
 - a. <https://c2.t-mobile.com/docs/DOC-421527>
 - b. Note: Make sure learners know to pay close attention – this video is really quick!

DEBRIEF



Ask the following debrief questions. Add your own as the discussion requires.

- How were these comments different than those we heard from the other carrier's customers?
- Which How We Play values showed up in the customer comments?
- How did customers feel about their T-Mobile "person?"
- If you had to pick only one value for T-Mobile to demonstrate which one would it be and why?

Note: Some things to point out if the learners don't mention them.

- Many included the name of their T-Mobile person.
- They had routine transactions but the employee made a big impression.
- They made a commitment to stay with T-Mobile.
- They were blunt when comparing T-Mobile to their old carrier.

EXPLAIN



In your own words, close this module by making these points.

- Earlier we heard customers say that they don't feel like carriers are listening. We are! We find out what's broken in wireless for our customers and then we let the customer know they can count on us to deliver.
- You are the owner of the Un-carrier experience for every customer that you interact with every day.
- It's up to you to deliver on our values whether you're resolving an issue, selling a device, or simply talking to the customer. It's the Un-carrier Experience makes us a highly admired retail organization!