

## 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 <b>WIIFM</b> of the topic and/or activity.
TIME	Indicates the <b>approximate</b> time for the activity.
ASK	<b>Ask</b> the learners this question and <b>wait</b> for responses.
EXPLAIN	Use your <b>own</b> words to deliver the content.
ACTION	Indicates a <b>task</b> the facilitator must do.
INSTRUCTIONS	Provides steps on how to complete an <b>activity</b> .
DEBRIEF	Guided <b>discussion</b> to gauge knowledge retention.

## STANDARD MODULE FLOW



## TOPICS, TOOLS, & TIME

Topics	Tools	Est. Time
<b>Intro</b>		0:10
Introduce the topic for today.	<ul style="list-style-type: none"> <li>Facilitator Guide &amp; Participant Guide</li> <li>Presentation</li> </ul>	
<b>Credit Conversations Activity</b>		0:20
Demonstrate how to tactfully ask to run a credit check, early in the sales conversation.	<ul style="list-style-type: none"> <li>Facilitator Guide &amp; Participant Guide</li> <li>Presentation</li> </ul>	
<b>Sales Floor Activities</b>		
	<ul style="list-style-type: none"> <li>Facilitator Guide &amp; Participant Guide</li> <li>Presentation</li> <li>Sales Floor Activities packet</li> </ul>	
<b>Approximate Time: 0:30</b>		

**Facilitator Note:** This is an express module and **does not include a DIY or Bring It Together Activity.**

### PURPOSE



Introduce the impact that a customer's credit history has on offer eligibility, deposits and down payments. Discuss the importance of having a credit conversation early so that Mobile Associates can speak accurately about offers and pricing.

After successfully completing this module, learners will be able to:

- Define the importance of a credit check early in a sales conversation.
- Explain how offers may differ based on a customer's credit history.
- Practice tactfully suggesting a credit check early in a sales conversation.

### EXPLAIN



Explain the following in your own words:

- A customer's credit history will determine if they are considered "well-qualified" or "less-qualified".
- Well-qualified customers typically qualify for offers that allow them to finance more and pay less out of pocket, upfront.
- Less-qualified customers will usually be required to pay a larger down payment for devices and accessories, if they are choosing to finance through our equipment installment plan.
- It's important to note that overall device and accessory pricing is the same, regardless of credit history.
- Credit can also determine if a customer is required to pay a deposit for additional lines of service.
- Knowing the impact of credit history, it's a good idea to have the credit conversation early, so you can set accurate expectations on offers and out-of-pocket cost at the point of sale.
- For existing customers, you'll be able to see their eligibility in QuikView. Running a credit check mostly applies to new customers.
- Either way, attempt to determine early in a sales conversation what offers are available to a customer by running a credit check or checking their account in QuikView.

## INTRO, CONTINUED

### ASK



**What's the risk if you have spent time understanding a customer's needs, made a recommendation, and then check their credit history?**

### Possible answers:

- The customer may feel like they were misled if they find out they are required to pay a large down payment for the device they wanted.
- The customer may have been really excited about the new device and service they think they're about to get, only to feel disappointed to have to select something different that fits their budget.
- Customer may leave without buying if they aren't able to get the offer they thought they were going to get.

### PURPOSE

Demonstrate how to make a smooth transition and tactfully ask to run a credit check during a sales conversation.

### EXPLAIN

Explain the following in your own words:

- Credit history can be a sensitive subject for some.
- Never make assumptions about what a customer will qualify for.
- Be tactful and transparent when requesting to check a customer's credit.

### ACTION

See the **This. Not That.** slide

**Lead a discussion on the do's and don'ts of a credit conversation.**



### ACTION

See the **Credit Conversation Examples** slide.

Demonstrate the scenarios on the slide.

1. Ask for a volunteer to play the customer.
2. Facilitator will play the Mobile Associate.
3. Quickly skill practice each scenario.
4. Ask for a different volunteer for each scenario.



### ACTION

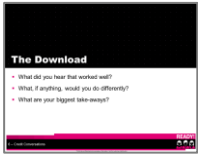
Continue using **Credit Conversation Examples** slide.

Now switch it up!

1. Ask for three new volunteers from the class.
2. This time, the learners will play the role of the Mobile Associate.
3. Facilitator will play the customer this time.
4. Rotate through the scenarios, using a different Mobile Associate volunteer for each scenario.

## CREDIT CONVERSATIONS ACTIVITY

### DEBRIEF



See the **Credit Conversations Download** slide.

- What did you hear that worked well?
- What, if anything, would you do differently?
- What are your biggest take-aways?

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### EXPLAIN

Regardless of a customer's credit outcome, T-Mobile has a plan that meets their needs.

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### ASK

What are some options when a customer has less than qualified credit?

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### EXPLAIN

By listening to their needs, taking their credit situation into account and making a personalized recommendation, you can give the customer an Un-carrier Experience and do it the right way!

## SALES FLOOR ACTIVITIES

### EXPLAIN

We're not done learning about credit conversations. The fun has just begun!

When your learners are out on the sales floor today, the group should be connecting the dots between what they learned in class and what they see in real life. They will also be reviewing a C2 document to further their knowledge on credit conversations.

### INSTRUCTIONS



- Review the content on the slide with the group.
- Have the learners bring their **Sales Floor Activity Guide** with them and take notes as they observe and interact with the store team on the sales floor.
- If learners are unable to complete an activity or observe everything on the slide, additional time for sales floor activities is provided during the weekly review days. This is a good time for learners to go back through the week's activities and fill in the blanks.