

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

Topics	Tools	Est. Time
Intro		0:05
Introduce the T-Mobile for Business topic.	<ul style="list-style-type: none"> Facilitator Guide & Participant Guide Presentation 	
Business Customer		0:15
<ul style="list-style-type: none"> Presentation Discussion 	<ul style="list-style-type: none"> Facilitator Guide & Participant Guide Presentation 	
DIY Activity		0:20
<ul style="list-style-type: none"> Review C2 content and business customer videos Debrief 	<ul style="list-style-type: none"> Facilitator Guide & Participant Guide Presentation https://c2.t-mobile.com/docs/DOC-429478 https://c2.t-mobile.com/docs/DOC-442970 https://c2.t-mobile.com/docs/DOC-419782 	
Leads and Handoffs		0:10
<ul style="list-style-type: none"> Presentation Discussion 	<ul style="list-style-type: none"> Facilitator Guide & Participant Guide Presentation 	
Bring It Together Activity		0:30
Practice making a T-Mobile for Business recommendation using two small business customer videos	<ul style="list-style-type: none"> Facilitator Guide & Participant Guide Presentation Business customer videos (Britney and Juliana) https://c2.t-mobile.com/docs/437605 	
Approximate Time: 1:20		

PURPOSE



The purpose of this module is to help Mobile Associates identify T-Mobile for Business sales opportunities and know how to handle them.

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

- Understand the small business customer sales opportunity.
- Identify T-Mobile for Business customers.
- Position a Signature Move for a business customer vs. a consumer customer.
- Learn about the plans available to the small business customer.
- Recognize the three types of leads, hear a lead request conversation & know when to handoff the lead to a T-Mobile for Business Account Executive.
- Practice making a T-Mobile for Business recommendation.

EXPLAIN



- A small business is defined as having less than 100 employees.
- They have a huge impact on the economy.
- They employ over half of all private sector employees.
- They hire over 40% of high tech workers such as scientists, engineers, and programmers.
- Here's the best or worst news. Today, most of those small businesses aren't taking advantage of the benefits of T-Mobile.
- That means there are tons of opportunities for you to rescue these customers from ATT, Sprint, and Verizon.
- Working with a T-Mobile for Business customer is a great opportunity for multiple line sales and a strong ongoing relationship with that business owner.
- Often that owner knows others in their industry, they become a great source of referral leads.



ASK



Identify the T-Mobile for Business Customer

- Read the first question on the slide. Ask learners to give you examples of things a small business customer might say.
 - Sample responses: I am opening my own store. I've got several employees. I need to be in constant contact.
- Read the second question on the slide. Ask learners to give you examples of things you might see to clue you in to a small business customer.
 - Sample responses: company shirts, company truck.

ASK



The purpose of this discussion is to emphasize that how you talk about a Signature Move to a consumer customer is different than how you talk about the same Move to a T-Mobile for Business customer.

Positioning Signature Moves

- There are two customers on the slide. Give the learners a minute to read both descriptions.
- Which customer do you think is the business customer?
 - Miguel is a personal consumer.
 - Sergei is a business customer.
- Who can provide an example of how you would position Simple Global to Miguel?
 - Sample responses for Miguel: benefits of family connections at a low cost. Daughter can spend time talking with/getting to know her grandparents without worrying about cost. When Miguel goes to Spain he can make Wi-Fi calls back to the US at no charge!
- Who can provide an example of how you would position Simple Global to Sergei?
 - Sample responses for Sergei: gets unlimited data and texting for free when he's traveling. He can make Wi-Fi calls back to his business for free. He can make calls from the US for only .20 cents a minute. These benefits make the cost of international business easy, affordable and hassle free.

PURPOSE

Mobile Associates will see that the plans for small business owners are the same as consumer plans. T-Mobile One and Simple Choice both have benefits for the owner. Our job is to determine which plan the owner needs. Viewing the two business customer videos sets the Mobile Associate up for the Bring It Together activity.

INSTRUCTIONS

TIME: 15 min research, 5 min debrief



1. Review the T-Mobile for Business rate plan C2 pages.
2. Identify how the plans from T-Mobile consumer plans.
3. Recommend bookmarking these pages.

DEBRIEF



- How are consumer plans different from business plans?
- Your customer needs unlimited data. Which plan works for them?

PURPOSE

This discussion tells the Mobile Associates about the three types of leads commonly found in Retail and when to handoff leads to an Account Executive.

LEADS



- A lead is someone who can lead you to a T-Mobile for Business sale based on owning a business or knowing someone who owns a small business.
- There are three types of leads in Retail:
 - **Walk-in Lead** – business owner or decision maker who comes into your store interested in doing business with T-Mobile.
 - **Referral Lead** – someone who knows a small business owner and is willing to give you their contact information.
 - **Store Prospecting Lead** – a lead discovered through proactively contacting nearby businesses, leveraging existing relationships, using business lists, etc.

HANDOFFS



Every situation is different but these are the basic guidelines for handoffs.

- There are times when a small business sale should be handed off to the T-Mobile for Business Account Executive (AE).
- Each company owned store is assigned an AE and you'll meet yours when you get back to your home store.

NOTE: If you are in a TPR location, work with your manager if you find a lead with one of these situations.

- Explain the information on the handoffs slide. Add in these possible situations.
 - There are multiple decision makers in the business.
 - The business has multiple locations.
 - The business needs complex wireless solutions like SyncUP FLEET.
- Tell the learners that when they encounter a business lead they should get the store manager or experienced Mobile Expert involved early in the sale. That person will help them determine whether they should keep or handoff the sale or lead.

PURPOSE

To practice developing a Signature Move recommendation and presenting it with the T-Mobile for Business customer benefits.

INSTRUCTIONS



TIME: 5 min setup, 10 min group breakout time, 10 min presentations, 5 min debrief

1. Split class into small groups of 3-4.
2. Assign each team either Juliana or Britney.

NOTE: Learners to review video customer video if necessary. (437605)

3. Learners should create additional details about their customer if necessary to know enough to make a recommendation.
4. Determine which business rate plan would work best for their video customer.
5. Allow 10 minutes to create the recommendation.
6. Ask for volunteers to present their recommendation as if they were talking to the customer.
 - Make sure you have at least one recommendation each for Britney and Juliana.
 - Each recommendation must have a benefit for the customer.

DEBRIEF



- Which rate plan did you choose for your video customer, and why?

Sample Answers:

- Britney: T-Mobile ONE w/ ONE Plus – travels between coffee shops, could use the hotspot feature.
- Juliana: T-Mobile ONE w/ ONE Plus travels a lot could benefit from Go-Go Inflight and Name ID for potential clients.

- How did that rate plan benefit your video customer?

Sample Answers:

- Britney: Allows her to stay connected no matter where she is.
- Juliana: Allows her to know who is calling to help promote relationships with her clients.

BRING IT TOGETHER ACTIVITY – CONTINUED

DEBRIEF

- What could the handoff conversations sound like to T-Mobile For Business?

Sample Answers:

- Britney: 'At T-Mobile we have an amazing team of experts that know all the ins and outs of our business offerings. I think that team would benefit you since your business is constantly growing and expanding. You mentioned that you are interested in getting your store connected digitally and your team hooked up with cell phones and service. Our business team can come on site and setup you and your 10 employees get setup for success. Let me setup a meeting for the two of you.'



NOTE

Time is allotted at the end of each day for sales floor activities. Most days will have sales floor activities from multiple modules. Before ending this module, spend a few moments covering the instructions for this module's sales floor activities. Refer to the Ready! Roadmap for specific timing.

- Ready! roadmap: <https://c2.t-mobile.com/docs/DOC-437474>