

The Interaction Guide

20 MIN

Coach Led Huddle

Pre-Work

1. Access **The Interaction Guide WBT** to watch the videos.
2. Complete the Team Practice Discussion Guide on your own in advance to be best prepared to lead the discussion.
3. Review the **Interaction Guide C2 page**

NOTE: It is recommended that you go through the entire WBT to become grounded in the material.

Materials Needed

Coach/Trainer:

- The Interaction Guide WBT
- Huddle Guide (THRIVE)
- Interaction Guide C2 page

Learner:

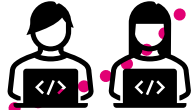
- The Interaction Guide WBT
- Interaction Guide C2 page

OVERVIEW

This 20-minute huddle has two parts. It starts with a 10 min WBT and is followed by a 10 min Coach-led huddle.

First 10 Minutes

- The WBT will educate learners on what the Interaction Guide is and how to use it.
- The final page of the WBT is called **Coach Time**. It prompts learners to **STOP** and wait for instructions from their Coach. This is where the Coach-led portion of this huddle begins. Learners will see a **STOP** sign and something to consider after each video to allow discussion and practice when the Coach brings the team back together.



Second 10 Minutes

- For the Coach-led portion of this huddle, the WBT provides two scenarios- a Home Internet Scenario (Scenario 1) and a Non-Home Internet Scenario (Scenario 2). Choose which scenario suits your teams needs best, or complete both!
- There are 4 videos total - two for Scenario 1 and two for Scenario 2. The Coach led portion of the huddle is meant to be ran like a facilitated discussion with positioning practice throughout.
- The Team Practice Discussion Guides on the following pages will lead you through the discussion. The instructions outline how to use the Team Practice Discussion Guides.



NOTE: The Interaction Guide brings the Interaction Model to life in a call process. It provides additional actionable behaviors for both Home Internet Experts and Non-Home Internet Experts. While it is meant as a call process, use your discretion when it comes to what behaviors are applicable to calls and which are not, as not every behavior will be applicable to every customer interaction.

The Interaction Guide

Coach Led Huddle: Instructions & Scenarios

INSTRUCTIONS

1. Follow the steps of the Team Practice Discussion Guide to facilitate a discussion with practice throughout. The guide provides icons of actions that you need to take:



- A film strip between steps indicates it is time to have learners watch a video from the WBT.



- The 5G phone icon is a reminder to share our 5G network experience.



- The Sold tag is for you to call out when you feel you've been provided enough benefits and the customer hesitation is overcome.



- Share the customer hesitation provided for you in a voice bubble before step 7.

2. Be sure to utilize the **Interaction Guide C2 page** alongside the **Team Practice Discussion Guide** to ensure you discuss all behaviors within the Interaction Guide. Sample positioning and key discussion points are layered throughout the **Team Practice Discussion Guide**.
3. Advise Experts to follow along using the **Interaction Guide C2 page**.
4. Once you have completed the Team Practice, have Experts click the EXIT button in the WBT to close the course and track completion.
5. Team Practice Discussion Guides are located on the next pages of this Huddle Guide:
 - Scenario 1: Non-Home Internet
 - Scenario 2: Home Internet.
6. If for any reason your team is unable to use the videos, the scripts for each scenario are available below.

SCENARIO SCRIPTS

Scenario 1: Non-Home Internet Script

Part 1: "I just wanted to see what kind of deals you guys might have on the newest Samsung phone right now. I'm currently with Verizon but I thought I would see if you can give me a better deal on phones."

Part 2: "Verizon lets me pay monthly on my phone, but I don't really get much of a discount. I go to school too, so saving money would be nice. I'm using a Samsung, it takes pretty good pictures, but it's getting old and I'm ready for new one."

Scenario 2: Home Internet Script

Part 1: "I heard you guys have internet now too, and I was wondering, can you tell me about it? I've had a lot of problems with my current internet provider lately. They're sending an engineer out today, but I want to have a back up plan in case they can't fix it."

Part 2: "We have a small household, it's just my boyfriend and me. He uses our internet to provide service to his phone, for social media, email and web browsing. We use the internet on our TV too, mostly to watch YouTube and Netflix. As for me, I have got to have working internet because I work from home. I do most of my work on websites and internet apps and I attend video meetings a few times a week. With our current provider, we continue to get a loading screen on the TV, my boyfriend loses connection on his phone and my work systems are lagging more and more everyday. We just never know when things are going to work.."

Team Practice

Non-Home Internet

Use the Interaction Guide C2 page with this Team Practice Discussion Guide to walk through the Interaction Guide. Sample answers are at the end of the huddle guide.

1

Share your Un-Carrier Greeting

2

Share your Signature Response

3

4

Make it Personal

What matters most? What questions will you ask?

5

Explore & Discover

Are additional questions needed? What else will you ask?

6

7

Explore & Discover

What have you discovered you'd like to share with the customer?

9

Oh, I don't want to set it up now. This is my back up plan. I don't want the hassle of switching unless it's absolutely necessary. Thanks though.

Guide the Purchase

How will you position this to Guide the Purchase?

Check for Understanding

8

Guide the Purchase

How will you position overcoming hesitations?

10

11

Guide the Purchase Remind customers of the benefits.

SOLD!

Problem Solved

What do we need to onboard the customer with?

12

13

Stay Connected

How will you position things to remember?

Close the Call. Thank current customers & Welcome new customers!

14

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The Interaction Guide

Coach Led Huddle: Sample Responses for Practice & Discussion Guide

1. Share your Un-Carrier Greeting: Thank you for calling T-Mobile, The Un-carrier! My name is___ and who do I have the pleasure of speaking with?

2. Watch Part 1 Video 

3. Signature Responses:

- You have come to the right place! I'll be happy to find you the best deals on Samsung phones and more!!
- I am so glad you called to check with us! I can't wait to show you how easy we make Home Internet service!

4. Make it Personal: What matters most?

- She wants her internet to work. He wants a deal.

What questions will you ask?

- How do you use your internet?/ phone

5. Watch video Part 2 

6. Explore & Discover: Are additional questions needed? What else will you ask?

- Who is your current provider?
- What does your current provider offer you?

7. Explore & Discover: What have you discovered you'd like to share with the customer?

- **Both Scenarios:** Check for what they can expect in Grand Central
- **Scenario 1:** Samsung promotions and offers
- **Scenario 2:** No waiting for engineers, we keep it simple
- **Scenario 2:** We fit her usage needs

8. Guide the Purchase: How will you position this to guide the purchase?

- **Scenario 1:** Cole, I know you said you go to school. Have you ever considered getting a watch to go with your phone? We have a promotion right now and I could get you a great deal! Let me fill you in on the details and get that set up for you, okay?
- **Scenario 2:** Hearing how you use your internet and seeing the coverage at your location, I feel like our Home Internet services were made for you! It'll handle your needs with no data caps. Plus, no need to book an appointment and wait for installation. We ship you a 5G-powered internet gateway and set up is so easy with our Home Internet app. You'll be online in minutes! Would you like me to get the process started so you can take advantage of this right away?

9. Coach will share Customer hesitation. 

10. Guide the Purchase: How will you overcome Hesitation?

Remind learners that Home Internet can leverage: [Competitive Comparison: T-Mobile Home Internet](#) and Hesitations on [Outbound Sales Call Handling: T-Mobile Home Internet](#). In both scenarios, we can leverage [Easing Concerns and Overcoming Hesitations](#). Here is a response that instills urgency while still showing care: "I understand you wanting to shop around first. It's the same way in my house. I do want to be sure that you don't miss out on this deal/promo though. What kind of questions do you have? What other carriers are you checking into, I may be able to see what they are offering and save you the time."

11. Guide the Purchase: Remind them of the tailored benefits. Point Experts back to the beginning of the role play when we figured out what matters most.

12. Problem Solved: What do we need to onboard them with?

Shipping and tracking info, billing expectations, etc.

13. Stay Connected: How will you position things to remember? Position self help as a benefit. "From setup to monitoring and parental controls, you'll love how easy it is to use the T-Mobile Internet app."

14. Close the Call: Thank you to current customers and Welcome to New Customer.

The Interaction Guide

Coach Led Huddle: Additional Positioning Statements

HOME INTERNET

Home Internet: Get the App

From setup to monitoring and parental controls, you'll love how easy it is to use the T-Mobile Internet app. T-Mobile has an app for this device. I would recommend that you should download it. If you would like to monitor if other un-authorized people are on your network, the gateway app lets you see who's connected to your internet.

Easy set up

The T-Mobile Gateway comes with everything you need right in the box! Simply power off your old internet equipment and push the power button to turn on the gateway. Walk around your house and identify the location that gets the best signal, as represented by the greatest number of bars on the LCD. This is typically near a window and on the upper floor of your home. Don't worry if you don't remember exactly what you need to do. There will be easy set-up instructions included in the box as well.

T-Mobile ID

Your T-Mobile ID will allow you to do so much! Pay your bill, set up a payment arrangement, or make an equipment plan installment. Change the personal information on your account. Protect your account by setting up a two-step verification security option. You can link a T-Mobile ID for multiple accounts and it allows you to easily communicate with us.

WIRELESS

Protective Accessories

With your new phone, I want to make sure it is 100% protected. There are three points of protection. You are the first point and I know you are going to take great care of this phone. The second point is the physical protection we can get for your phone by adding a case and screen protector. This way anything unforeseen happens, you won't have to worry. Finally, we can add our P360. Adding the physical protection to the device as well as the protection plan truly gives our customers peace of mind when making an investment like this.

DIGITS

Did you know you can have more than one phone number on this phone? I know I don't always want to provide my main line to everyone and so it is nice to have a backup number. You mentioned working with a new team every 3 months and I just thought this might suit you well. We've got a few options with DIGITS that I think you would really appreciate; do you mind if I ask you a few questions to see what plan would best suit you?

Promos and Offers

You know, you have been great to partner with today and I am so glad you are coming to T-Mobile! At T-Mobile, we are all about our customers and I really want to show you that. I have been looking through some offers and I am seeing some promotions we currently have that fit your needs so well! I have got to make sure I do right by you today and make sure you know exactly what you are eligible for. Would you mind if I ask a few more questions so I can see what exactly would be the best fit for YOU today?