

Competitive Comparison Tool

Huddle Guide



Prewrite: Because the Competitive comparison Doc is frequently updated, the scenario practice in this huddle is ran differently and will require you to do some planning beforehand. These will be explained in the facilitator instructions for the scenario practice. Read through this huddle so you know what to prepare for your team. Review the [Competitive Comparison](#) Doc and Zip code tool attached and be prepared to provide a walk through and lead the class scenarios.

20 Minute Huddle

Objective: Demonstrate the ability to use the competitive comparison tool in C2 to position why T-Mobile Home Internet in comparison to other ISPs to customers.

— — **What is the Competitive Comparison Tool?** — — — — — **7 minutes** — —

Directions: Facilitate a conversation with your team about the Competitive Comparison Tool and how it can be used in conversations with customers to show the overall value of T-Mobile Home Internet and how T-Mobile stacks up against the competition.

ASK: Has anyone used the competitive comparison tool yet? How did you use it? Walk through the first table on [Competitive Comparison](#) doc in C2. Discuss with the team the Why T-Mobile & Things to know sections and how they can use this kind of information. Use the points to guide the discussion.

- Why T-Mobile Internet over other ISPs
- What we can commonly expect from many other ISPs
- Things our customers may be experiencing with their current ISP.
- Use the sample positioning statements if your team is unsure or needing examples

Topic	Why T-Mobile	Things to know
Download Speed	We anticipate some T-Mobile Home Internet customers will see average download speeds more than 100 Mbps, and all eligible households will see average download speeds of 25 Mbps or more. The speed we provide is enough speed for most households. On average, most consumers only need 10-31 Mbps. We've been told for years that faster is better for Home Internet, but at some point, you're probably going to end up paying for more than you need.	With some providers, customers often pay too much for faster speed that they don't need, based on how they use their data. Leverage the FCC Internet Speeds chart to assist customers who have questions about how much speed they need.
Introductory Promo Monthly Price range & Introductory Promo Period	No Price hikes With T-Mobile, you don't have to worry about your price jumping up when the introductory period is over (unlike the cable guys).	Introductory pricing with some service providers may sound great, but the monthly price often increases dramatically when the introductory promo period is over. T-Mobile doesn't change the price on you! The price you sign up for is the price you pay. Period.

Many ISPs only give you that kind of price plan for your first year. I can look further into that for you if you'd like. T-Mobile does not change your rates. One rate, one plan and no fears of a bill spike after an introductory period.

You mentioned how your family uses internet. Based on what you said, I can tell you that, often ISPs will charge for different speed packages, and you are likely paying for more speed than you actually need. Many people would not notice much of a change in their overall service with a different speed package. With T-Mobile, we don't raise the price just to give you a package that sounds better. We are the Un-Carrier. We offer one plan at one price and since your home is eligible for our home internet service, many T-Mobile 5G Home Internet customers will see average download speeds in excess of 100Mbps, and typical download speeds between 35-110Mbps which is perfect for your family's internet needs.



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Guide the team to now look at the Competitive Comparison Table.

ASK What differences and similarities do you see between these two tables?

➤ Continue the discussion walking through the Competitive Comparison table showing that this is where we can get the details of what our major competitors are offering. Notice both tables cover the same things, the second just provides specific details for major competitors. We can leverage the first chart to see Why T-Mobile and this chart to take that a step further. The best part is that this information is updated regularly, keeping you easily in the know about our competitors.

ASK Since this information is regularly updated, what do you think is the best way for you to utilize it?

➤ Make sure your team understands that this is a living document to pull up during conversations with customers to provide current details. That's why it is called a tool. Tools are meant to be used when needed, not just remembered. If I saw someone trying to change a tire and stopped to offer help saying I had seen an entire toolbox last week so I could change the tire without any tools, they would laugh and send me on my way. Use this policy as a tool every time you're having conversations with customers about the competition.

	T-Mobile	Cox Communications	Comcast / Xfinity	Charter / Spectrum	AT&T (Fiber)	Verizon / Fios	CenturyLink	Optimum Altice	Frontier
Download Speed	>= 25 Mbps or more. Some exceed 100mbps	25Mbps-1Gbps	200 Mbps-1.2Gbps	200 Mbps-1Gbps	300Mbps-1Gbps	200 Mbps-1Gbps	100Mbps-1Gbps	300Mbps-1Gbps	100Mbps-1Gbps
Retail Monthly Price range	\$60 w/ AutoPay (\$65 Regular)	\$50-\$119.99	\$86-\$116	\$74.99-\$134.99	\$55-80	Unknown	\$65-\$85	\$109.99-\$139.99	Unknown
Introductory Promo Monthly Price range	\$50 w/Autopay (\$65 Regular + \$10 Home Internet Discount)	\$50-\$99.99	\$50-\$70	\$49.99-\$109.99	\$35-\$60	\$39.99-\$79.99	\$49-\$65	\$35-\$55	\$49.99-\$79.99
Introductory Promo Period (months)	Life	12 Exception: 25Mbps is 36	12	12	12	None	12	12	12 Exception: 1Gbps is 36

Ask for someone who does not have T-Mobile Home Internet to share who their ISP is. Use this to show what information you can gather about that ISP.(Alternately, you can pre-select providers you see on the chart, just keep in mind it updates frequently.)

ASK: So how can we know what ISPs to be looking at for each customer? Allow for answers and acknowledge responses appropriately.

➤ Walk through the Top 8 Broadband Provider Lookup by zip code attachment, using your zip code for example, explaining that we can always ask probing questions, and we don't want to stop that, but we may be able to get a step ahead by proactively accessing your customer states who their ISP is, you will be prepared to respond with Why T-Mobile and exactly how T-Mobile stacks up.

Practice It! Team Activity

10 minutes

Facilitator Note: Because this huddle is about using the Competitive Comparison tool which is updated frequently, this practice session will be run a little differently than what you are used to. Rather than providing situation details in the lesson, you will be guided on setting up the scenarios for or with your team. Going through this process in advance will help prepare you to facilitate this hot seat style scenario workshop with your team. The directions will outline that you and your team build out scenarios together, just like it is a real customer interaction, everyone will learn about the customer's situation together. To assist in positioning, we have included some positioning statements for the facilitator, do not share these with the team as the specifics, such as cost, may not be the same as what the Competitive Comparison doc shows due to the doc being updated regularly.

Directions:

1. Ask the team to start thinking of things they have liked with other ISPs in the past and to list them out, keeping their answers to themselves for now. Title this list competition.
2. Now ask the team to add to the list a new section for location. Have them list cities they have family and friends located in. OR TEX can list out cities in their market that they get calls from.
3. Now explain that you will call on one person to be the customer and another to be the expert.
4. The customer will select a city from their list and share it before the scenario. They will need to go to the zip code tool and select a relevant carrier as well. They will also select something from their competition list.
5. In each role play, they can assume we have already checked household eligibility and begin with a sales pitch for T-Mobile Home Internet. (remind the team they can use the Why T-Mobile section in their initial pitch, for these role plays, but during conversations, if the customer has already provided enough upfront information, they may want to utilize the more detailed chart)
6. Learners may ask probing questions to lead into the pitch and the Customer can answer appropriately based on what they decided before beginning the role play.
7. Once the Learner has made their sales pitch, the Customer will use their selected competition benefit as a hesitation.
8. The Learner may use the zip code tool at any time to begin their research. If needed, remind the team that walking and talking keeps them prepared to speak confidently, efficiently and effectively with the customer.
9. The Learner will then use the detailed competitive comparison chart to overcome the customer's hesitation.
10. Go through this process with as many team members as possible providing feedback and allowing for questions after each role play.

Debrief

2 Minutes

1. How will you use The Competitive Comparison Tool in customer interactions in the future?
 - Answers will vary, keep the excitement
2. What parts of your sale would you use it?
 - This can be used at any point of your sale
3. Are there any other call types you could use it on besides sales?
 - Answers may vary, Retention is a great example

These positioning statements are for the facilitator only as the Competitive Comparison Tool is frequently updated and the specifics, such as cost, may not be consistent with the information in the Competitive Comparison Tool at the time you complete the huddle. During your prep work, you can go and make any updates you feel necessary. These are simply for the facilitator to use to help guide learners on how to position.

Introductory Pricing “You mentioned you were on a budget, which I can relate to. I see the introductory price for 25Mbps is \$50 for 36 months with Cox. Introductory pricing may sound great, but the monthly price often increases dramatically when the introductory promo period is over. While 36 months seems like a long time, its not forever and it might be unsettling to not know what you’ll be paying later. I want you to know that with T-Mobile Tax Inclusive plans, the price of the plan is what you pay, and that’s it! Period. If you sign up today, your cost would be \$50/month with auto pay FOR LIFE!”

Equipment Fees “But wait—there is more! With some providers, you have to pay monthly to rent their equipment. I see that Cox charges a monthly equipment fee of \$12. With T-Mobile, the equipment you need is included at no additional charge. If you’re paying \$50 for the service with Cox and \$12 to rent their equipment, its clearly in your best interest to switch to T-Mobile.”

Download speed “Many T-Mobile 5G Home Internet customers will see average download speeds in excess of 100Mbps, and typical download speeds between 35-110Mbps. If 25 Mbps is working for you with Cox, you will be very happy with T-Mobile!”

Tech Support “I also see that Cox charges \$10 a month for Technical support services in case you need help. I want you to know that with T-Mobile, you’ll receive 24x7 support from our award-winning customer care team, so you’ll be able to speak with a real human anytime you need it.”

“Now that you know you can get reliable high-speed internet with T-Mobile for \$50 w/auto pay for LIFE, no equipment fees, & no charges when you need help, lets get you signed up today!”

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Introductory Pricing “I’m really glad you contacted us! A \$20 difference in your monthly bills could buy you a few burgers, and I’d love to tell you how T-Mobile can put that money back in your pocket each month! I see the \$70 price for 1.2Gbps with comcast is considered a 12-month introductory. Introductory pricing may sound great, but the monthly price often increases dramatically when the introductory promo period is over—right now I’m showing you’d be looking at paying \$116 once the promotional period is over. I want you to know that with T-Mobile Tax Inclusive plans, the price of the plan is what you pay, and that’s it! Period. If you sign up today, your cost for unlimited data would be \$50/month with auto pay FOR LIFE!”

Equipment Fees “But wait there is more! With some providers, including comcast, you have to pay monthly to rent their equipment. I see the monthly equipment fee is \$14 with comcast. With T-Mobile, the equipment you need is included at no additional charge. Oh, and we even provide you with a Back-up battery so you can stay connected with the outside world, even if you lose power.”

Data Cap/Data Overages “If you switch to T-Mobile today, you’ll say goodbye to the data caps and overage charges charged by Comcast. Earlier, I mentioned our Home Internet plan is unlimited, but want to make sure you know that at T-Mobile, when we say no hidden fees, we mean it! Unlimited is Unlimited--unlimited data, no data caps, & no overages.”

Download speed “I know you mentioned your plan was for 1.2Gbps speeds. I want to be transparent that with some providers, customers often pay too much for faster speed that they don’t need, based on how they use their data. Many T-Mobile 5G Home Internet customers will see average download speeds in excess of 100Mbps, and typical download speeds between 35-110Mbps. The speed T-Mobile provides is enough speed for most households. We’ve been told for years that faster is better for Home Internet, but it doesn’t make sense to pay for more than you need. Can you tell me more about how you use your data so I can figure out how much speed you really need, to ensure T-Mobile is a good fit for you?”

“Now that you know you can get what you need with T-Mobile’s Unlimited High-Speed Internet for \$50 w/auto pay for LIFE, no data caps, no overages, & no equipment fees, lets get you signed up today!”