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November 2009: Rock the Goal

The Coverage you need & the Price you want! Get Even More with T-Mobile Affordable Unlimited Plans!

Get a Mobile makeover- compare the plans!!

BillShrink.com - Has your customer taken the T-Mobile Makeover?

Visit BillShrink.com – See your options, Save Money, It's Free!

Visit the independent website @ <http://2323.billshrink.com/>, your dealer code is no longer required to use the website. Exciting new enhancements to the Phone Selector Tool are now available on BillShrink.com.

- √ Now you can ask customers questions to determine which devices are the right fit for them.
- √ Choose up to four devices to compare them by their total cost of ownership.

30 Days FREE WEB2GO PROMO ongoing till Nov 17th –

\$10 Unlimited Web Feature for phone first devices

Why lose your commission by having the customer call into T-Mobile Care later to add the feature?

EASY to SELL... It's FREE! Plus Earn a \$5 Spiff on qualified features!

- √ PhoneFirst Web [PFWIBC] MRC\$10
- √ Shadow Web [SHWIBC] MRC\$10

Data Feature Attachment

They LOVE the handset, now sell them the benefit of the FEATURE add-ons.

Take advantage of the DATA REQ features !!

**Add on Features with new SOC codes launched for Even More Plans effective October 25th
CLICK on VALIDATE IMEI for the correct feature to display.**

FREE Training

November Products and Services Call in opportunities in **November. 3rd, 4th, 10th and 11th**, call-in Times: 10AM, 1PM, 4PM: 877-675-8638, web link :

<http://tbreeze.tmobile.com/productsandservices/>

First Connect Training is a **1 day 4 hour** all inclusive intro to T-Mobile. Please register for First Connect Training @: <http://events.SignUp4.com/T-Mobilefirstconnect> Course will be offered at 1 pm Eastern.

First Connect Training November 3rd, November 5th, November 17th, and November 19th



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Promotions and Offers

BlackBerry App World direct customers to RIM <http://www.blackberry.com/appworld/support>

BlackBerry & HTC Trade-In Promotion Extended to November 17th

- ✓ RIM: www.recyclerebates.com/tm-rim and use the promocode "FlipToBlackberry"
- ✓ HTC: www.recyclerebates.com/htc and use the promo code "UptoHTC"

Trade In/Trade Up Program

Click on this link to register: <https://www.recyclerebates.com/t-mobile> Enter your dealer code and zip code. Questions: call 1-888-418-1508 Or email: tradein@twsmail1.com

1) Mail-In-Rebate The store associate will complete the trade-in paperwork for the customer in the store. The customer will then mail the phone back and receive the check directly from the Trade-In Center.

2) In Store Credit The Trade-In credit will be applied to customer's in store invoice as an immediate discount and the dealer will collect the used device and later submit to the Trade-In-Center for payment from TWS

EVEN MORE RATE PLANS- 2yr Contract req.

Please note: Even More plans are marketed as bundles but when activating need to be built using standalone features that match the handset.

Included Minutes	Talk	Talk + Text	Talk + Text + FULL Web*
500	\$39.99	\$49.99	\$79.99
1000	\$49.99	\$59.99	\$89.99
UNLIMITED	\$59.99	\$69.99	\$99.99

EVEN MORE FAMILY RATE PLANS- 2yr Contract req.

Please note: Even More Family Plans are marketed as bundled, features must be built to both lines using standalone features that match the handset.

Included Minutes	Talk	Talk + Text	Talk + Text + FULL Web
750	\$59.99	\$79.99	\$139.99
1500	\$79.99	\$99.99	\$159.99
UNLIMITED	\$99.99	\$119.99	\$179.99

- *Full Web is for activating the SmartPhone All in One \$30 REQ SOC
- Lite Web feature is for activating a phone First device, choose a \$10 SOC

EVEN MORE FAMILY Contract quick review- Add-a-Lines

Included Minutes	Share Text (NO Web)	Share Text w/ BAN SOC (Phone First)- Lite Web	Share Text w/ BAN SOC (Smart Phone)- FULL Web
Only available with the 750/1500 min. (share)	\$10	\$20	\$40
200 only available with the unlimited plan	\$15	\$25	\$45
UNLIMITED – with unlimited plan	\$40	\$50	\$70



Even More and Even More Plus Customer Migration Rules:

Date Of Activation/ Contract Renewal	Time Remaining on Contract	Fee	Contract Action
Activation/Renewal took place before 10/25/09	Doesn't matter	\$35 Even More Plus Activation Fee per line on Individual Plan \$35 Even More Plus Activation Fee per lines 1&2; \$0 for lines 3+ (if all lines meet customer scenario 1 for contract terms, and migrate at the same time) on a Family plan.	Customer retains current contract end date
Activated or Renewed on or after 10/25/09	365 days or more remaining on contract	\$200 Early Termination Fee	Contract is broken
Activated or Renewed on or after 10/25/09	364 days or fewer remaining on contract	\$35 Even More Plus Activation Fee per line on Individual Plan \$35 Even More Plus Activation Fee per lines 1&2; \$0 for lines 3+ (if all lines meet customer scenario 1 for contract terms, and migrate at the same time) on a Family plan.	Customer retains current contract end date
Postpaid customer out of contract	N/A	\$35 Even More Plus Activation Fee per line on Individual Plan \$35 Even More Plus Activation Fee per lines 1&2; \$0 for lines 3+ (if migrated at the same time) on a Family plan.	Customer remains month to month
No Contract or FlexPay Monthly	N/A	No Fee	Customer remains month to month

Buyer's Remorse Rate Plan Changes

It is very important that customers are right-fitted with the best rate plans to meet their needs the first time they activate one of these new rate plans.

Customers who want to switch from Even More to Even More Plus rate plans during the Buyer's Remorse period have the following options:

✓ **Pay the Early Contract Termination Fee**

Customers can pay the Early Contract Termination Fee and switch to an Even More Plus rate plan.

✓ **Cancel Service and Activate New Lines**

Customers can cancel their service completely during the Buyer's Remorse and then activate a new account with an Even More Plus rate plan.

These customers are required to return to the original point of sale first to return their equipment and cancel service.

They will also not be able to keep the phone number assigned to their initial line of service.



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November- Great Handset Launches

- ✓ CLIQ- Android/3G/Wifi-GPS/5MPCamera/Blur Service/Keyboard
- ✓ BEHOLD II – 3G/Full Touch- Web/5MP Camera
- ✓ BB BOLD-HotSpot-Wifi&UMA/HVGA+Display/3G/HSDPA/GPS
- ✓ TAP- 3G/Touchscreen/Camera/Bluetooth
- ✓ WebConnect JET- 3G laptop stick
- ✓ Nokia 3711 – entry level 3G/Camera/Bluetooth phone
- ✓ Nokia 2720 – entry level Flip phone

CONTESTS

Motorola CLIQ CONTEST November 2nd - November 30th, T-Mobile will promote the Motorola CLIQ at select college campuses and the new T-Mobile Motorola CLIQ Facebook page. Students, alumni, and fans will be encouraged to vote for their 4-year college or university on Facebook www.facebook.com/tmobile to build the largest CLIQ to compete for the grand prize - a free concert performance by Weezer and up to \$25,000 award - \$1 for every vote - for their school.

Equinox Contest -To help introduce the new 3G Equinox, SonyEricsson has developed a training program that is loaded with great information and has some awesome prizes available.

This Contest is open to Everybody - Subdealers and Sales Reps too!!!!

<http://www.equinoxquiz.com/>

Activation Tips:

Even More Rate Plans New Rate Plans launched October 25th. T-Mobile's new Even More and Even More Plus rate plans provide customers unlimited voice, text, and Web.

System Tip: WATSON updated November 5th

Please note commissions will be affected if dealers do not select the correct CONTRACT Type. Contract or No Contract.

Customer impact- if the no contract option is selected, there is no migrating to the EVEN MORE contract option after the activation.

FexPay or Even More Plus...Selling A bundled Plan- Even More Plus is displayed as a bundle in the system. Don't forget to add the \$00 SOC in iCAM or WATSON to provision the phone correctly

iCAM Family Plan Upgrade Issue Resolved October 25th

The system issue that prevented features from being added correctly to Family plans during the upgrade/renewal process was resolved on October 25. Features are now added correctly to the subscriber level for Family plans during the upgrade/renewal process.

Visual Voicemail- To make Visual Voicemail (VVM) available on future VVM enabled devices like the CLIQ, VVM will become a free standalone feature on October 25. VVM will no longer be bundled with Android or myTouch add-on data features



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Recap of news you may have missed:

February 1, 2009 T-Mobile foreign applicants can activate Postpaid

Foreign employees often work in the United States on a qualifying visa, and T-Mobile can now activate service for them.

- √ Validate customers' qualifying Visa.
- √ Call Activations to run the customers' credit.
- √ Write down Onyx reference numbers.
- √ With cover sheet, fax in a copy of the customer's visa and Onyx reference number to 1-866-870-8073.
- √ After 30 minutes, call the Retail Support line to process the activation. (1-888-310-8369)
Note: Applicants with approved visas after review can receive credit classL offer (2 lines of service).

SideKick Danger Sidekick Restoration and Software Update

Many Sidekick customers have successfully restored their contacts back to their device. If you haven't done so already, we encourage you to visit [My T-Mobile](#) to restore your contacts.

Dealer Security Project T-Mobile Dealer Security Team will begin reaching out to dealers to schedule the installation of new Security Software. This program is designed to help protect our authorized dealers from fraudulent activities.

FlexPay \$5 Payment Processing Fee – October 15th

FlexPay customers will be charged \$5 for payments processed over the phone with Customer Service representatives beginning October 15. This change will affect credit/debit card payments and electronic check payments.

Note: Prepaid coupon refills and FlexAccount funds transfers will not be impacted.

New Paper Bill Charge September 12th, T-Mobile will charge existing eligible customers \$1.50 per BAN to receive paper bills (summary and detailed). This is in addition to the \$1.99 detailed paper bill charge, for a total of \$3.49 per BAN for detailed paper bills.

First Bill Changes for New Customers

Beginning September 13, the first bill cycle for newly activated postpaid customers will close on the first allowable bill cycle date.

Changes to Calling Customer Care for Dealers

Starting September 13th, you will be required to utilize the Retail Support line 1-888-310-8369 when calling Care. After this date, if you call Care using any other number, including the General Care number, you will be asked to call back via the RSL. The RSL has been designed to provide a better user experience with the ability to directly reach the specific Care queue desired. The Retail Support Line will be able to connect the Sales Rep to the right group on the first call reducing unnecessary transfers. The number for the Retail Support Line is 1-888-310-8369.



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Connection Manager for Apple Computers Aug 24th download Action Steps

- √ Check to see if customers purchasing webConnect data sticks plan to use the product primarily on Apple computers.
- √ If customers do plan to use their data stick primarily on Apple computers, inform them that they can download an Apple-compatible version from T-Mobile.com beginning August 24.

Commission updates-Plans & Features

Business National Enterprise Pooling Plans- Effec July 1st B2B offers are not commissionable.

T-Mobile Even More Plus – No Annual Contract (monthly) Launched October 25, 2009

Please remember this plan is for PRIME CREDIT CLASS CUSTOMERS!

Make sure to right fit the customer because once on an Even More Plus plan the subscriber will never be eligible for an Even More plan or a handset discount.

See commission notice for payout details REMINDER: features & add-a-lines are paid at 1XMRC

Mail in Rebates

Visit www.tmobilerebates.com requires an IMEI and mobile number to download the MIR form.

Generic mail in rebate forms replaced handset specific forms October 1, 2009

NEW 10-25-09 Data MIR requirement lowered to include \$10 message or data feature

T-Mobile Green Account

- √ Green Accounts are free and simplify billing for customers.
- √ Green Accounts combine three paper savings options in one hassle-free package:
 - Paperless Billing
 - EasyPay
 - E-mail Updates
- √ Saving paper means saving trees:
 - T-Mobile and Arbor Day will plant one tree for each Green Account.
 - By Going Green, T-Mobile customers have help plant over 800,000 trees.

T-Mobile Handset Recycling Program

- √ Program recycles old devices or disposes of them in a Green way
- √ Handsets/data devices from any carrier are accepted
- √ 100% net proceeds are donated to T-Mobile Huddle Up

Green Perks Go Green with Mobilize

Green Perks is a free downloadable application, which delivers discounts on green products and services directly to customers' handsets. Refer customers to the [Mobilize Web site](#) to download the Green Perks application and learn how to Go Green.



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FLEXPAY –

To ensure commission pay-out Must be done in WATSON using VENDOR

Credit Class “N” and “U” customers cannot sign up for an Annual Contract plans.

Flex Pay cannot activate Data/Sidekick Only plans, instead select a voice and add a feature.

While entering a Flex Pay account in WATSON it will tell you the dollar amount to be collected. The screen will then link to your payment Vendor (UDC, Pre-Cash, Q-Pay or IPP). Once on the vendor payment screen enter the same amount from WATSON, do not charge a \$3 fee.

DO NOT change the \$\$ amount on WATSON, simply hit “PAY”. Once you confirm with payment vendor that payment has been accepted it will then automatically link you back to WATSON to continue the activation.

At the Point of Sale....Dealers should be collecting:

- √ Handset price for month to month option or discounted handset price for 2yr contract option
- √ First Month's service charge-Includes rate plan plus any optional services, taxes and fees
- √ A \$4.99 Control Charge per line which is waived for those customers who sign up for EasyPay

Flex Pay Month-to-Month

Customer pays full price for the handset and has no long-term commitment. There is no early termination fee. No credit check is required and a customer can have up to three lines on the account. Month-to-month contract customers must make a payment or use the phone within 90 days to avoid cancellation.

Flex Pay Annual contract- 2 yr

If their credit qualifies them, customers can choose to pay lower handset pricing (Dealer offers MIRs- or instant rebates for Smartphones using the DATA REQ SOCs).

2-year contract, is subject to an early termination fee.

Credit class "M" customers can have up to two lines on their account. "Prime" credit class customers who choose FlexPay can get as many lines as their credit qualifies them for.

Customers on the 2yr contract option must make a service charge payment within 45 days of the last unpaid monthly payment reminder to avoid cancellation

FlexPay Handset Upgrades in ICAM

A couple of quick clarifications on Payment Vendor and FlexPay upgrades:

- √ If the dealer performs a FlexPay upgrade in ICAM, the customer will be being charged an \$18 upgrade fee. The dealer must collect the fee from customer and process thru payment vendor.
- √ The \$18 upgrade fee, after collected by dealer, will be swept from dealer's bank account by the payment vendor.
- √ Upgrades have to be performed in ICAM in order to receive compensation. (2yr required)