



## Drive Q4 BTS Results with SyncUP Devices!

T-Mobile can **Win in BTS** by letting customers know how easy it is to stay connected, locate and keep track of things, and feel safer on the road with SyncUP devices. And the best part is that we have **A TON of inventory!** Solving pain points for our customers and achieving our BTS targets makes it a win-win!

### Refresh Your Knowledge!

Can you easily explain the features and benefits for **SyncUP DRIVE** and **SyncUP TRACKER**? We've updated several of our BTS training materials, and now is a great time for a refresher!

- Take the following Cornerstone Web-based trainings:
  - "Selling IoT: SyncUP DRIVE - Oct. 2021"
  - "SyncUP TRACKER"
- For more talking points, resources and videos, check out C2: [SyncUP & IoT Connected Products \(Sales Training\)](#)
- Review the new "What Customers Are Saying" flyers posted in Resources below, along with the other provided links.

### Help Customers SyncUP Their Lives

SyncUP devices now have **more new features** that you - and our customers - need to know about! See the What's New sections for each device below, and then let's practice how to start the conversation with your customers by asking open-ended lifestyle questions to identify the customer's needs while working in details on some of these great new features.

SyncUP DRIVE	
<b>SyncUP DRIVE Fact</b>	SyncUP DRIVE is the only complete <b>4G LTE connected car solution</b> offered by a wireless provider!
<b>Start the conversation</b>	<ul style="list-style-type: none"> <li>● <i>How do you monitor your car's performance/behavior remotely?</i></li> <li>● <i>How often do you track mileage for work or for tax filing purposes?</i></li> <li>● <i>Who do you use for Roadside Assistance today?</i></li> </ul>
<b>What's new since last launch?</b>	<ul style="list-style-type: none"> <li>● Driver &amp; Passenger seat belt status (available on most cars)</li> <li>● Nearby gas stations and fuel prices</li> <li>● Oil temp and level warnings</li> <li>● Brake fluid alerts</li> </ul>
<b>Key features to share based on customer</b>	<ul style="list-style-type: none"> <li>● Track your vehicle on a nationwide network in real time.               <ul style="list-style-type: none"> <li>○ <a href="#">See how it works video</a></li> </ul> </li> </ul>

<p><b>needs (and share the videos!):</b></p>	<ul style="list-style-type: none"> <li>● Monitor your car's health, performance, monitor driving behavior and get alerts when your car is disturbed, if there is a recall or what that service engine light means. <ul style="list-style-type: none"> <li>○ <a href="#">See how it works video</a></li> </ul> </li> <li>● Keep your devices connected (and your sanity) with the Wi-Fi hotspot. <ul style="list-style-type: none"> <li>○ <a href="#">See how it works video</a></li> </ul> </li> <li>● <b>BONUS!</b> Summon 24/7 roadside assistance - right from the app – with Allstate Roadside™ Assistance at no additional cost.</li> </ul>
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SyncUP TRACKER	
<p><b>SyncUP TRACKER Fact</b></p>	<p>Using a combination of GPS, Wi-Fi and <b>T-Mobile's LTE nationwide network</b>, customers can locate a device anytime, from anywhere, compared to Bluetooth-based location devices that have a limited range.</p> <ul style="list-style-type: none"> <li>● <a href="#">Check out how it works</a></li> </ul>
<p><b>Start the conversation:</b></p>	<ul style="list-style-type: none"> <li>● <i>How often do you find yourself searching for your keys, phone, or purse/wallet?</i></li> <li>● <i>What do you use today to monitor and track virtual boundaries for kids, bikes, backpacks, or laptops?</i></li> </ul>
<p><b>What's new since last launch?</b></p>	<ul style="list-style-type: none"> <li>● Location history</li> <li>● Trips/breadcrumbs</li> <li>● Directions to Tracker</li> <li>● Virtual boundaries on the Map screen with edit shortcut</li> </ul>
<p><b>Key features to share based on customer needs:</b></p>	<ul style="list-style-type: none"> <li>▪ Locate and track your stuff with the power and reliability of the T-Mobile's nationwide network (not Bluetooth!) using a tablet or smartphone – like a backpack, bike, laptop bag, suitcase, or whatever you want to protect!</li> <li>▪ Get live alerts when your tracker leaves a designated area when you create virtual boundaries!</li> <li>▪ Smart and versatile hardware - our water and dust-resistant tracker comes with a light sensor plus a ringer to help you locate items nearby, even when not in plain sight!</li> </ul>

## FREE SyncUP Devices for Eligible Customers!

Remember that for a limited time customers can get these solutions **FOR FREE!**

- **Free SyncUP DRIVE:** Customers receive a free SyncUP DRIVE when they purchase on EIP and activate a new line on a qualifying 2GB+ MI rate plan!
- **Free SyncUp TRACKER:** Customers receive a free SyncUP TRACKER when they activate a new line on a qualifying rate plan!

## Business Customers Need SyncUP Devices Too!

The **SyncUP DRIVE** and **SyncUP TRACKER** aren't just for personal accounts, they're also great for businesses!

Once you determine the customer owns a business, ask open-ended questions to identify their needs:

- *How many vehicles does your company use and what solution do you use today to track your business miles?*
- *Which service do you use for Roadside Assistance for your Company Vehicles?*

- *How do you keep track of all your company assets? Can you track equipment if it's been stolen or lost?*

**Pro Tip:** Need help finding the right solution for your Business Customer? Check out the [Find the Best Solution Exercise](#) for some help!

## More Resources

Practicing your pitch is only half the battle! Dig into the following resources to ensure you're the expert on all things SyncUP!

### Beyond the Smartphone Sales Zone on The HUB

#### SyncUP DRIVE

- [T-Mobile SyncUP DRIVE Sales Training](#)
- [T-Mobile SyncUP DRIVE - Compatibility Checker](#)
- [T-Mobile SyncUP DRIVE - Product Comparison](#)
- [T-Mobile SyncUP DRIVE - Product Overview](#)
- [T-Mobile SyncUP DRIVE - Roadside Assistance](#)
- **New!** [T-Mobile SyncUP DRIVE - What customers are saying](#)

#### SyncUP TRACKER

- [T-Mobile SyncUP TRACKER Sales Training](#)
- [T-Mobile SyncUP TRACKER - Product Overview](#)
- [T-Mobile SyncUP TRACKER - Scenarios](#)
- **New!** [T-Mobile SyncUP TRACKER - What customers are saying](#)

#### SyncUP for Business

- [TFB Sales Motion G&G](#)
- [T-Mobile for Business Training](#)
- [TFB Skill Drills](#)