

Now, with T-Mobile G1, you will be able to get the ultimate mobile web experience without compromising your communication needs.

### 5 Things Customers Should Know

1. **Combination QWERTY keyboard and trackball** - The built-in familiar layout lets you type messages easily without scrolling for the letter you want. Hinged screen slides open to reveal keypad and closes to prevent accidental dialing. This is the only device available in the US with both the QWERTY keyboard and trackball.
2. **One-click Google search and easy access to all Google Applications** - Quick and easy access to the Internet in one click. One touch access to Google applications:
  - Maps (including satellite, traffic and street views)
  - Gmail
  - YouTube
  - Calendar
  - Google Talk
3. **Real Web browsing capabilities** - Quick and easy access to the Internet one click away. View more pages and rich Web content on your phone.
4. **3G network and Wi-Fi access** - High-speed 3g network connection for surfing the web or downloading information quickly and effortlessly. Seamlessly transition to open Wi-Fi networks to surf the web or download information quickly.
5. **Android Market** - Endless opportunities to customize or updates your phone with the latest applications.



### What You'll Find on This Device

#### Included Features

- IM/text/e-mail
- 3 megapixel camera
- microSD memory card slot and 1GB
- Music player

#### Optional

- Applications downloaded from Android Market (for example PacMan, Bonzai Blast, barcode scanner)
- 8 GB microSD memory card

### Device Specs

Size	Weight	Display	Talk Time	Standby Time
4.6 x 2.16 x 0.63 in	5.6 ounces	65K color screen, HVGA (480x320)	5 hrs	130 hrs

# Product & Service Guide

# T-Mobile G1

**T-Mobile**



**G1 with Google**

**AT&T**



**iPhone 3G**

**Sprint**



**Instinct**

High Speed Network Access	✓	✓	✓
GPS	✓	✓	✓
Wi-Fi	✓	✓	
Touch Screen	✓	✓	✓
QWERTY keyboard	✓		
Trackball	✓		
Microsoft Exchange Email		✓	✓
Application Marketplace	✓	✓	
Real Web Browsing	✓	✓	✓
Personal Email (Gmail, Yahoo, etc)	✓	✓	✓
Memory	Expandable to 8 GB	8 GB or 16 GB	Expandable to 8 GB
Camera	3 MP	2 MP	2 MP
Video Capture		✓	✓
Music Player	✓	✓	✓
Bluetooth	✓	✓	✓
Stereo Bluetooth			✓
YouTube application	✓	✓	
Text Messaging (SMS)	✓	✓	✓
Customizable Home screen	✓	✓	✓
Calendar	✓	✓	✓
Contacts	✓	✓	✓

### Considerations

- Cannot be activated on prepay account.
- No corporate e-mail access (for example, MS Exchange and Lotus Notes). Customers who need a corporate e-mail solution should be moved toward a BlackBerry or Windows Mobile device.
- There is a required data plan associated with this device; it will not work without the data plan active.
- A Gmail account is required to sign in and use G1. If they don't have one, they can create it on setup. It is highly recommended that you guide your customer through it if they have never set up an email account before.
- T-Mobile wants every customer who buys our new G1 to have a great experience. The G1 is optimized for our high-speed 3G network or a Wi-Fi signal. 3G is the next generation of our wireless network with blazing fast data speeds and more capacity to handle voice calls. If a customer is on the 3G network, the device data indicator in the upper right hand of the window shade will show "3G".



If a customer is on the EDGE network, the indicator will show "E".



- The availability of G1 based on the following distribution model:

#### T-Mobile owned Retail

- Available in all stores within 3G boundary area, regardless of whether or not store is in a 3G dead spot.
- Available in some locations directly outside of the 3G boundary area due to the fact that some customers who live in the 3G boundary area shop within a 2 - 5 mile radius and the store they would go to is outside of the 3G boundary area.
- For those stores not in 3G markets, a demo unit and merchandising will be in store so rep can show customer what the experience on G1 is like on the 2G network. If customer is ok with experience, Rep can help them purchase a device on T-Mobile.com

#### RPS

- Available in all ADR supported stores within the 3G boundary area, regardless of whether or not store is in a 3G dead spot.
- Not available outside of 3G boundary area.
- Not merchandised in stores not in 3G boundary area or in non-3G markets.
- G1 may have more features than some people want – especially those looking for a basic phone. Make sure the device's flexibility does not overwhelm your customer.
- G1 may not be a good fit for customers looking for a compact, light-weight device.

## Finding the Right Fit

## T-Mobile G1



*Simple, smart, and sleek all in one device!*

Discover the answers to all of your questions when it matters most.

Be one of the first to get one.

Exclusively from T-Mobile.

## Identifying the Right Device for Your Customer

As you get to know your customers, you'll be able to identify which devices are right for them and make sure that what they buy will meet their needs and expectations. The more you focus on ensuring your customers buy the right device, the more satisfied your customers will be – and they'll be more likely to keep their device and retain their service with T-Mobile.

## Is G1 the Right Fit?

Here are some probing questions to ask your customers.

### What is your main purpose for purchasing a handset today? (Business or personal use?)

*Listen for interest for interest in new technology. Identify a want to connect with friends and family via IM, SMS, MMS, personal email.*

#### Selling Points

- Send and receive e-mail from your personal accounts
- Google Calendar
- Instant Messaging
- Android Market provides lots of options for additional applications and games
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#### Important Details

- No access to corporate e-mail like MS Exchange or Lotus Notes.
- T-Mobile, Google, and HTC do not provide support for applications acquired from Android Market. **However**, support is provided by the developer and the developer information is part of the data on Android Market
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### Tell me about how you would like to personalize your device.

*Listen for references to music, pictures, web, and new/different applications.*

#### Selling Points

- You can download applications directly from your phone using Android Market which provides access to a wide range of G1 specific applications (including games, navigation tools, and much more) many of which are free.

#### Important Details

- Billing for Android Market applications is handled through the site and not T-Mobile.
- T-Mobile, Google, and HTC do not support applications from Android Market. However, there is information on the site about how to get help from the developer.

## Finding the Right Fit

## T-Mobile G1

### What activities do you or would you enjoy on your personal computer?

*Listen for responses like a desire to quickly and easily connect to the web from their device, listening to MP3s, watching videos, messaging, and e-mail and a desire to use their device for these activities while on the go.*

#### Selling Points

- QWERTY keyboard and trackball
- 3 MP camera
- Fast data rates in 3G markets and Wi-Fi HotSpots
- Many applications available to purchase and download from Android Market Real web browsing
- One-touch Google search
- Google Map with GPS
- YouTube

#### Important Details

- Many of the innovative applications and services on the G1 have been optimized for T-Mobile's high-speed 3G network or a Wi-Fi signal. Our 3G network is available now in several metropolitan areas, and will be expanding rapidly. Our EDGE network offers moderate-speed data service, and many of the applications on the T-Mobile G1 work equally well on EDGE or 3G, including:
  - E-mail, Instant Messaging and texting.
  - Downloading ringtones, CallerTunes, wallpaper, light data files.
  - Sending photographs via e-mail or picture messaging.
- The PCC has been updated to provide 3G coverage details. Be sure to utilize the PCC at <http://www.t-mobile.com/coverage/> for each customer interested in 3G to ensure the device will provide the best customer experience on the 3G network where the customer lives, works, and plays.

### What kind of handset would you like to use? What is most important to you in a handset?

*Listen for responses such as easy to use, flexible screen arrangement, great connection, something new, well known brand.*

#### Selling Points

- Can arrange screen icons to suit your style
- Google is one of the largest Internet brands
- First Google phone with Android operating system

#### Important Details

- Included in box:
- 1GB MicroSD card
  - AC Adapter
  - USB sync. cable
  - Battery
  - Stereo earphone
  - Pouch
  - Screen-clip
  - Terms & Condition Guide
  - Start Guide
  - Tips & Tricks
  - Security Seal Sticker

## Matching Customer Needs with the Device

Identify your customer's needs and share how these needs can match the features and benefits of the G1.

### Selling Scenarios

*How would you engage with the customer when presented with the following opportunities?*

*How will you overcome objections?*

1. Customer really likes the G1 because it exceeds all their needs for a personal device, but the customer has to have corporate e-mail on their device.
2. Customer is debating about whether to sign up with AT&T to get the iPhone or get the G1. During the sales process the rep discovers that the customer really likes to text and IM and wants to send a lot of e-mail from their device.
3. Customer currently uses the BlackBerry Pearl and only utilizes BIS functionality, but doesn't like how difficult and slow it is to browse the Web, access their Gmail, or access search functions. They also use Facebook, send a lot of texts, and like to take picture messages with their device.
4. Customer thinks the G1 is super cool, but isn't sure about paying that much for the device. During the sales process, rep discovers that the customer doesn't access the web very frequently, and the only optional feature they use on their handset is text messaging. They never use it for IM, e-mail, or picture messaging.
5. A customer wants to use their phone to play music, check e-mail, browse Web sites, and get directions.
6. The customer is a parent who wants to support this nation and the economy by purchasing the G1 for their teenager. But they are concerned about adult sites. What are their options for blocking adult sites?
7. A customer travel a ton and they have questions like: Does G1 work in most spots? What happens to the phone when it isn't running on 3G?
8. A customer comes in and says they tried to buy a G1 at the Wal-Mart a couple of miles away, but they didn't have it. Why?



## T-Mobile Comparative Products

## T-MobileG1

### **G1 is a good customer fit for...**

Someone who is excited about personalization, web based connections, new technology, and innovative, forward-thinking applications.

Someone who needs, or wants, fast Internet access on the go.

Someone who wants an all-in-one device for music, Web, and messaging.

Someone who wants the latest in mobile applications.



### **Blackberry is a good customer fit for ...**

A customer with a high priority on connection to their corporate e-mail.

### **Shadow is a good customer fit for...**

The energized customer looking for freedom and a way to keep connected to the important people in their lives.