
T-PRIORITY™ PROGRAM FOR PUBLIC SAFETY & CRITICAL SERVICES

Prospecting & Outreach Guide

EMS | Fire & Rescue | Law Enforcement | Legal & Courts |
Manufacturing | Transportation & Logistics | Utilities

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Overview

This guide provides targeted messaging, prospecting strategies, email templates, call scripts, and key talking points for introducing T-PRIORITY™ by T-Mobile to organizations that depend on reliable connectivity for critical operations.

T-Priority is designed to provide priority access and preemption on T-Mobile's 5G network, helping critical communications remain connected during periods of network congestion. Its 5G network slice can dynamically expand capacity as demand increases, supporting data-intensive applications, connected devices, and teams operating in the field. Premier Wireless combines T-Priority with device deployment, connectivity solutions, failover, technical support, and ongoing management to help organizations modernize their communications without placing the entire burden on internal IT teams.

Public Safety & Critical Service Areas

T-Priority conversations can extend beyond traditional first-responder agencies. Use the organization's operational environment to determine the most relevant entry point.

- **EMS & Emergency Medical Services**

Paramedics and emergency medical teams depend on connectivity for dispatch, GPS, mobile records, patient information, communications, telehealth, and real-time data sharing between crews and medical facilities.

- **Fire & Rescue**

Fire departments need connectivity across stations, apparatus, command vehicles, and incident locations. Connected devices, mapping, building information, live video, dispatch, and field communications all increase network demands.

- **Law Enforcement**

Police departments increasingly rely on smartphones, mobile data systems, body-worn cameras, video, GPS, connected vehicles, and other data-intensive tools in the field.

- **Legal & Courts**

Courts, public defenders, prosecutors, and legal organizations rely on connectivity for virtual proceedings, case-management systems, secure communications, mobile teams, document access, and collaboration.

- **Manufacturing & Industrial Operations**

Manufacturers depend on connected equipment, mobile teams, security systems, video, monitoring, communications, and operational technology. Connectivity can become especially important during facility incidents, outages, or other disruptions.

- **Transportation & Logistics**

Transportation companies, fleet operators, and logistics teams need connectivity across vehicles, drivers, dispatch centers, warehouses, and distribution networks. Fleet tracking, mobile applications, video, communications, and real-time operational data all depend on reliable connectivity.

- **Utilities & Critical Infrastructure**

Utility crews often work across large geographic areas and in remote locations. Connectivity supports field communications, work-order systems, GPS, infrastructure monitoring, video, dispatch, and coordinated response during outages and emergencies.

Prospecting Principle

Don't lead every conversation with the same T-Priority pitch.
Start with the organization's operational dependency on connectivity, then connect that challenge to T-Priority.

Top 5 Challenges Faced by Public Safety & Critical Service Organizations

1 Network Congestion During Critical Events

The Challenge:

Large events, natural disasters, emergencies, outages, and other high-demand situations can place significant pressure on cellular networks. For organizations relying on smartphones, tablets, routers, connected vehicles, video, IoT devices, and other data-intensive tools, congestion can affect access to the information and communications they need. For EMS, that may mean accessing patient information or coordinating crews. For law enforcement, it may mean transmitting video or accessing mobile applications. For utilities, transportation teams, or manufacturers, it can affect field communications and operational data.

The Solution:

T-Priority provides priority access and preemption for critical communications on T-Mobile's 5G network. The T-Priority network slice is designed to prioritize critical traffic during congestion and can dynamically expand capacity when demand increases.

Objection:

"We're already using [Carrier]."

Your current provider may work well for everyday operations. The conversation with T-Priority is about what happens when network demand increases and your organization needs critical communications to remain connected.

Ask: "How confident are you in your current connectivity during your highest-demand events?"

2 Slow Data Speeds in the Field

The Challenge:

Today's field teams rely on much more than voice communication.

They may need to transmit video, access cloud applications, update records, use GPS and mapping, share large files, connect to mobile systems, or operate multiple devices simultaneously.

As data demands increase, network performance becomes increasingly important.

The Solution:

T-Priority is built on T-Mobile's 5G Standalone network and is designed to provide high capacity, lower latency, and faster performance for data-intensive communications. T-Mobile reports 2.5X faster all-network speeds on average than other providers for data-intensive communications.

Objection:

"T-Mobile doesn't have good coverage."

Don't debate coverage in general terms. Instead, offer to evaluate the prospect's actual service area. "Let's look at the areas where your teams actually operate and compare coverage, including your facilities, routes, response areas, and remote locations."

T-Mobile currently reaches 98% of Americans and more than 2 million square miles, with significant expansion of 5G coverage in rural America.

3 Limited Rural & Remote Connectivity

The Challenge:

Many critical-service organizations operate outside major population centers.

Utility crews travel into remote service areas. EMS and fire departments respond across rural communities.

Transportation teams travel long routes. Construction and manufacturing teams may work at isolated facilities. Connectivity gaps can make it harder to access applications, communicate with teams, or transmit operational information.

The Solution:

T-Priority is backed by T-Mobile's nationwide 5G network, with continued expansion into rural areas. T-Mobile has also introduced T-Satellite with Starlink as an additional connectivity layer for areas where traditional cellular coverage is unavailable.

Objection:

"We don't have the budget."

Shift the conversation from new technology expense to existing connectivity spend and operational requirements. Premier Wireless can evaluate the organization's current devices, connectivity, equipment, and deployment needs to identify opportunities to modernize within the existing technology environment. Where applicable, financing options can also help spread equipment costs over time.

4 Dispatch, Command & Operational Connectivity Outages

The Challenge:

Critical organizations can't always afford to lose connectivity when operations become most demanding. A public safety agency may need to maintain communications between dispatch and field teams. A utility may need to coordinate crews during a widespread outage. A transportation company may need to maintain communication between drivers, dispatch, and operations. A manufacturer may need connectivity across facility operations and security systems.

The Solution:

T-Priority provides priority network access designed to help maintain critical communications during congestion. Premier Wireless can also build redundancy and failover into the broader connectivity solution, providing an additional layer of continuity when a primary connection becomes unavailable.

Objection:

"Why would I need redundancies?"

The goal isn't simply to add another connection.

The goal is to determine:
What happens to your operation if your primary connection goes down? Premier can evaluate the organization's existing connectivity and identify where cellular failover, routers, secondary carriers, or other continuity solutions may make sense.

5 Pressure to Modernize & Support More Connected Technology

The Challenge:

Organizations are adding more connected technology every year.

That can include:

- Smartphones and tablets
- Connected vehicles
- Body-worn cameras
- Video systems
- Drones
- Mobile CAD and operational applications
- GPS and fleet tracking

The Challenge cont.

- IoT devices
- Rugged computers
- Cloud applications
- Remote monitoring
- Connected equipment

The challenge isn't simply deploying the technology. The network has to support it.

The Solution:

T-Priority is designed for the growing data demands of public safety and critical operations, providing higher capacity, faster speeds, lower latency, and priority access for critical communications. Premier Wireless can help organizations evaluate the connectivity + device + deployment requirements behind modernization projects.



How Premier's T-PRIORITY™ Supports Public Safety & Critical Operations

T-Priority provides the network capabilities. Premier Wireless provides the deployment and operational support around them. Together, the solution can help organizations strengthen connectivity across field teams, vehicles, facilities, and command or operations centers.

- **Priority Network Access:**

T-Priority provides priority access and preemption for qualifying critical communications, helping essential traffic remain connected when networks become congested.

- **Fast, Reliable Performance:**

T-Priority supports data-intensive communications with faster speeds and lower latency. T-Mobile reports 2.5X faster all-network speeds on average than other providers for data-intensive communications.

- **Scalable Capacity:**

The T-Priority network slice is dynamic and can expand to provide additional capacity when network demand increases.

- **Nationwide and Rural Coverage:**

T-Priority is backed by T-Mobile's nationwide 5G network. T-Mobile reports coverage of 98% of Americans across more than 2 million square miles, along with continued rural expansion.

- **Connectivity for More Devices**

Modern operations increasingly depend on smartphones, tablets, routers, cameras, vehicles, IoT devices, and other connected technology. T-Priority is designed to support greater numbers of devices and data-intensive applications.

- **Added Continuity**

Premier can incorporate cellular failover, secondary connectivity, routers, and other continuity solutions into the overall deployment strategy.

- **End-to-End Deployment & Support**

Premier Wireless can support the solution from device selection and configuration through deployment, training, technical support, and ongoing management. This gives internal IT and operations teams a single partner for connectivity and connected technology.

- **Comprehensive Operational Visibility**

Where appropriate, Premier can also integrate solutions such as SafeGrid to provide centralized visibility into field operations, connected devices, personnel, and other operational information.

Industry-Specific Conversation Starters

Area	Lead With	T-Priority Conversation
EMS	Dispatch, patient data, mobile teams	Keeping crews connected to dispatch, records, GPS, and real-time information
Fire & Rescue	Incident response, apparatus, stations	Supporting connected vehicles, video, mapping, dispatch, and incident communications
Law Enforcement	Field communications, video, CAD	Supporting officers, connected vehicles, bodycams, CAD, and real-time data
Legal & Courts	Virtual proceedings, case systems	Maintaining connectivity for hearings, case systems, communications, and mobile teams
Manufacturing	Facility operations, security, connected equipment	Supporting connected operations, monitoring, communications, and continuity
Transportation & Logistics	Fleets, drivers, dispatch	Connecting vehicles, drivers, dispatch, tracking, video, and operational systems
Utilities	Remote crews, outages, infrastructure	Supporting field communications, work orders, GPS, monitoring, and emergency response

POCs to Engage for T-PRIORITY™

Instead of making the entire POC section law-enforcement-specific, I'd organize it around decision-making function.

Executive & Operational Leadership

Chiefs / Deputy Chiefs / Department Leadership

Relevant for EMS, fire, and law enforcement. Focus on operational continuity, field communications, modernization, and maintaining connectivity during major incidents.

Operations Directors / Operations Managers

Relevant across all industries. Focus on keeping field teams, facilities, vehicles, and operational systems connected.

Emergency Management Directors

Focus on continuity, communications during disasters, large-scale incidents, and coordination across teams and agencies.

Fleet & Transportation Directors

Focus on connected vehicles, routers, GPS, mobile applications, video, and communications.

Facilities / Plant / Infrastructure Leaders

Particularly relevant for manufacturing and utilities. Focus on connected equipment, facility operations, monitoring, security, and continuity.

IT & Technology

IT Directors / CIOs

Focus on network modernization, device management, cybersecurity, connectivity, redundancy, and reducing the burden on internal IT teams.

Network Administrators

Focus on network performance, connectivity, failover, device connectivity, coverage, and managing increasing data demands.

Technology Directors

Focus on integrating new connected technologies without creating additional network bottlenecks.



Communications & Dispatch

Dispatch Directors

Especially relevant for EMS, fire, law enforcement, transportation, and utilities. Focus on communications between operations centers and mobile teams.

Communications Directors

Focus on maintaining reliable voice, data, video, and operational communications.

Emergency Communications Managers

Focus on priority communications and continuity during high-demand events.

Public Safety-Specific POCs

Police Sergeants / Lieutenants / Command Staff

Focus on field coordination, CAD, video, connected vehicles, smartphones, and officer communications.

Fire Chiefs / Battalion Chiefs / Operations Chiefs

Focus on incident communications, connected apparatus, station connectivity, video, mapping, and field coordination.

EMS Chiefs / Directors

Focus on dispatch, mobile patient information, GPS, tablets, smartphones, and communications between crews and medical facilities.



Email Templates

Rather than having six separate law-enforcement emails, I'd create role-based templates that can be quickly customized by industry.

Operations Leadership

Subject: Keeping your teams connected when operations matter most

Hi [First Name],

I'm reaching out because organizations like [Company/Agency] increasingly rely on connected devices, mobile applications, vehicles, and real-time data to keep operations moving.

The challenge is what happens when network demand increases.

T-PRIORITY™ provides priority access and preemption on T-Mobile's 5G network, helping critical communications stay connected during network congestion.

For [industry], that could mean more reliable access to [specific application/device: dispatch, mobile systems, fleet tracking, video, patient information, work orders, etc.].

Premier Wireless also handles the deployment and ongoing support around the connectivity, so your team doesn't have to manage the entire solution internally.

Would you be open to a quick conversation about your current connectivity setup?

Here's my calendar: [Insert Calendar Link]

Best,
[Your Name]



IT Directors

Subject: Supporting your growing connected-device environment

Hi [First Name],

As organizations add more connected devices, applications, vehicles, video, and IoT technology, network demand continues to increase.

T-PRIORITY™ provides priority access and preemption on T-Mobile's 5G network, along with the capacity and performance needed to support data-intensive communications.

Premier Wireless can also handle device configuration, deployment, connectivity, failover, and ongoing support —reducing the amount of work placed on your internal IT team.

I'd like to learn more about your current connectivity environment and see where T-Priority could fit.

Would you have 20–30 minutes for a quick conversation?

[Insert Calendar Link]

Best,

[Your Name]

Network Administrators

Subject: What happens when your network gets congested?

Hi [First Name],

I wanted to reach out about a challenge many organizations don't think about until demand spikes: cellular network congestion.

T-PRIORITY™ provides priority access and preemption on T-Mobile's 5G network, helping critical traffic maintain priority during periods of congestion.

It's designed to support the growing number of smartphones, tablets, routers, vehicles, cameras, IoT devices, and other connected systems organizations now rely on.

Premier Wireless can also help with routers, failover, device deployment, and ongoing support.

Would it be worth a quick conversation to compare this against your current connectivity strategy?

[Insert Calendar Link]

Best,

[Your Name]



Dispatch & Communications Directors

Subject: Keeping field teams connected when demand spikes

Hi [First Name],

Your teams depend on reliable communication between the field and your operations center. Whether you're coordinating emergency crews, law enforcement personnel, utility teams, transportation fleets, or other mobile operations, connectivity becomes especially important when demand spikes.

T-PRIORITY™ provides priority access and preemption on T-Mobile's 5G network to help critical communications remain connected during congestion.

Premier Wireless can also support the devices, routers, connectivity, and deployment behind the solution.

I'd love to show you what this could look like for [Organization].

Would Tuesday at 2:00 or Thursday at 10:00 work better for a brief conversation?

Best,
[Your Name]

Communications Directors

Subject: Uninterrupted Command Comms—No Matter the Load

Hi [First Name],

When pressure is high, command-level communications must be bulletproof. That's where T-PRIORITY™ comes in—a 5G network slice made specifically for public safety that gives you top-tier bandwidth priority, no matter the network load.

It integrates seamlessly with systems like mobile CAD, video, and dispatch tools—keeping operations stable and connected when it matters most. Plus, Premier Wireless manages deployment, training, and long-term support so your internal team isn't burdened.

Let's set up a quick call to explore how this can support your comms strategy. My calendar is here: [Insert Calendar Link]

Best regards,
[Your Name]

Voicemail: Follow Up Email

Hi _____

I just left you a voicemail and wanted to follow up with a quick note. Specifically, I would like to schedule a few minutes to show you how Premier Wireless—through our partnership with T-Mobile's T-Priority network—is helping other agencies solve some of the biggest challenges in public safety communication, including: unreliable coverage, congested networks, outdated equipment, and a lack of visibility or accountability in the field.

Here's how we can help:

- T-Priority vs. FirstNet:
- T-Mobile's T-Priority service is engineered specifically for public safety, offering network prioritization and preemption without added costs or contracts. Unlike FirstNet, it leverages a dynamic, expandable network that scales during emergencies to eliminate congestion—ensuring your team has reliable access when it matters most.
- Comprehensive Equipment & Connectivity Solutions:
- We provide a full portfolio of public safety technology, including smartphones, cellular-based radios, tablets, body cameras, rugged laptops, and in-vehicle or portable routers—all customized to fit your operational requirements.
- White Glove Service & Ongoing Support:
- Our team handles everything from preconfigured delivery to Tier 2 tech support and warranty coordination—so your team can stay mission-focused, not tech burdened.

Let's schedule 20–30 minutes this week or next to walk through how we can support your team. [Insert Your Calendar Link]

If I don't hear back from you in the next couple of days, I will follow up to help get something on the calendar. As always, here to help.

Your name
Your signature block.



Sales emails by industry

EMS

Subject: What happens when EMS needs the network most?

Hi [First Name],

During a major incident, your crews may be relying on dispatch, GPS, mobile patient records, tablets and communication with medical facilities—all at once.

And they're not the only ones using the network.

T-Priority™ provides priority access and preemption on T-Mobile's 5G network to help qualifying first responder communications maintain priority when network demand is high.

With T-Priority™ you get:

- Up to 2.5x faster speeds
- 500,000+ square miles of rural priority access
- 98%+ nationwide 5G land-area coverage

Would you be open to a quick conversation about how your current network strategy handles congestion?

[Insert Calendar Link]

Best,

[Your Name]

Subject: EMS doesn't stop where coverage gets difficult

Hi [First Name],

EMS crews don't always operate in dense, well-connected areas.

Rural response zones, highways and remote communities can create challenges for GPS, dispatch, mobile records and communication between crews and medical facilities.

T-Priority™ helps keep teams connected where they operate. Powered by T-Mobile's 5G network, it reaches 98% of Americans across more than 2 million square miles.

Where are your biggest coverage challenges today?

Premier can evaluate your actual response areas and identify where connectivity gaps exist.

[Insert Calendar Link]

Best,

[Your Name]

EMS

Subject: What happens when your primary connection fails?

Hi [First Name],

A network outage during an active response isn't just an IT problem.

It can affect dispatch, field communications, patient information and access to critical applications.

T-Priority™ adds another layer of resilience, helping qualifying first responder communications get priority when demand on the network is high.

With Premier Wireless, your resilience strategy can include:

- T-Priority™ — priority access when network demand is high
- Failover connectivity — automatically switch to another connection when the primary goes down
- Secondary connectivity — maintain another connection for added continuity
- Ongoing support — help managing the solution before, during and after deployment

How resilient is your current EMS connectivity strategy?

[Insert Calendar Link]

Best,
[Your Name]

Subject: T-Priority is just one piece of the bigger picture

Hi [First Name],

Reliable EMS connectivity isn't just about the network. Your crews also need the right devices, connectivity, failover and support to keep information moving—from dispatch to the ambulance to the hospital.

That's where Premier Wireless comes in.

We bring T-Priority™ together with connectivity, devices, deployment, failover and ongoing support around the way your teams actually operate.

And if budget is a concern, T-Priority™ may be eligible for state and federal grant funding. Premier can help identify potential opportunities and discuss financing and deployment options that fit your requirements.

Instead of piecing it all together yourself, would it be worth a 20-minute conversation about what a complete solution could look like?

[Insert Calendar Link]

Best,
[Your Name]



Fire & Rescue

Subject: What happens when your crews need the network most?

Hi [First Name],

During a major incident, your crews may be relying on dispatch, connected apparatus, tablets, GPS, mapping, video and smartphones—all at once.

And they're not the only ones using the network.

T-Priority™ provides priority access and preemption on T-Mobile's 5G network to help qualifying first responder communications maintain priority when network demand is high.

With T-Priority™ you get:

- Up to 2.5x faster speeds
- 500,000+ square miles of rural priority access
- 98%+ nationwide 5G land-area coverage

Would you be open to a quick conversation about how your current network strategy handles congestion?

[Insert Calendar Link]

Best,

[Your Name]

Subject: Your crews don't always work where coverage is easy

Hi [First Name],

Fire & Rescue operations can take your teams well beyond the station.

Highways, rural areas and remote locations can create challenges for dispatch, GPS, mapping, communications and access to field information.

T-Priority™ helps keep teams connected where they operate. Powered by T-Mobile's 5G network, it reaches 98% of Americans across more than 2 million square miles.

Where are your biggest coverage challenges today?

Premier can evaluate your actual response areas and identify where connectivity gaps exist.

[Insert Calendar Link]

Best,

[Your Name]



Fire & Rescue

Subject: What happens when your primary connection fails?

Hi [First Name],

A connectivity issue during an active response isn't just an IT problem.

It can affect dispatch, incident communications, connected apparatus, mapping and access to critical information.

T-Priority™ adds another layer of resilience, helping qualifying first responder communications get priority when demand on the network is high.

With Premier Wireless, your resilience strategy can include:

- T-Priority™ — priority access when network demand is high
- Failover connectivity — automatically switch to another connection when the primary goes down
- Secondary connectivity — maintain another connection for added continuity
- Ongoing support — help managing the solution before, during and after deployment

How resilient is your current Fire & Rescue connectivity strategy?

[Insert Calendar Link]

Best,

[Your Name]

Subject: T-Priority is just one piece of the bigger picture

Hi [First Name],

Reliable Fire & Rescue connectivity isn't just about the network. Your teams also need the right devices, connectivity, failover and support to keep information moving from the station to the apparatus to the scene.

That's where Premier Wireless comes in.

We bring T-Priority™ together with connectivity, devices, deployment, failover and ongoing support around the way your teams actually operate.

And if budget is a concern, T-Priority™ may be eligible for state and federal grant funding. Premier can help identify potential opportunities and discuss financing and deployment options that fit your requirements.

Would it be worth a 20-minute conversation about what a complete solution could look like?

[Insert Calendar Link]

Best,

[Your Name]



Law Enforcement

Subject: What happens when every officer needs the network?

Hi [First Name],

During a major incident or large public event, officers may be relying on CAD, body-worn cameras, connected vehicles, GPS, video and mobile applications—all at once.

And they're not the only ones using the network.

T-Priority™ provides priority access and preemption on T-Mobile's 5G network to help first responder communications maintain priority when network demand is high— with the City of New York among its flagship public safety customers.

With T-Priority™ you get:

- Up to 2.5x faster speeds
- 500,000+ square miles of rural priority access
- 98%+ nationwide 5G land-area coverage

Would you be open to a quick conversation about how your current network strategy handles congestion?

[Insert Calendar Link]

Best,

[Your Name]

Subject: Coverage can look very different across your jurisdiction

Hi [First Name],

Law enforcement doesn't operate from a single location.

Officers may move between city streets, highways, rural roads and remote areas where connectivity can become more challenging for CAD, GPS, communications and mobile applications.

T-Priority™ helps keep teams connected where they operate. Powered by T-Mobile's 5G network, it reaches 98% of Americans across more than 2 million square miles.

Where are your biggest coverage challenges today?

Premier can evaluate your actual response areas and identify where connectivity gaps exist.

[Insert Calendar Link]

Best,

[Your Name]

Law Enforcement

Subject: What happens when your primary connection fails?

Hi [First Name],

A connectivity issue during an active incident can affect more than communications. It can impact CAD access, GPS, body-worn camera data, connected vehicles and other applications officers rely on in the field.

T-Priority™ adds another layer of resilience, helping qualifying first responder communications get priority when demand on the network is high.

With Premier Wireless, your resilience strategy can include:

- T-Priority™ — priority access when network demand is high
- Failover connectivity — automatically switch to another connection when the primary goes down
- Secondary connectivity — maintain another connection for added continuity
- Ongoing support — help managing the solution before, during and after deployment

How resilient is your current law enforcement connectivity strategy?

[Insert Calendar Link]

Best,

[Your Name]

Subject: T-Priority is just one piece of the bigger picture

Hi [First Name],

Modern law enforcement connectivity isn't just about the network. Officers also need the right devices, applications, vehicle connectivity and support to keep information moving between the field, dispatch and command.

That's where Premier Wireless comes in.

We bring T-Priority™ together with connectivity, devices, deployment, failover and ongoing support around the way your department actually operates.

And if budget is a concern, T-Priority™ may be eligible for state and federal grant funding. Premier can help identify potential opportunities and discuss financing and deployment options that fit your requirements.

Would it be worth a 20-minute conversation about what a complete solution could look like?

[Insert Calendar Link]

Best,

[Your Name]



Legal & Courts

Subject: What happens when critical communications face network congestion?

Hi [First Name],

Court operations increasingly depend on connected technology—from virtual proceedings and video to case-management systems, cloud applications and secure communications.

During high-demand situations, keeping critical communications moving becomes even more important.

For critical-service communications, T-Priority™ provides priority access and preemption on T-Mobile's 5G network, helping critical communications maintain priority when network demand is high.

With T-Priority™ you get:

- Up to 2.5x faster speeds
- 500,000+ square miles of rural priority access
- 98%+ nationwide 5G land-area coverage

Premier Wireless can help evaluate where T-Priority and other connectivity solutions may fit within your operations.

Would you be open to a quick conversation about how your current network strategy handles heavy demand?

[Insert Calendar Link]

Best,

[Your Name]

Subject: Court operations don't happen in one place

Hi [First Name],

Legal teams and court personnel may work across courtrooms, offices, remote locations and field environments.

That means case systems, documents, video proceedings and communications need to remain accessible wherever work takes place.

T-Priority™ helps keep legal teams connected where they operate. Powered by T-Mobile's 5G network, it reaches 98% of Americans across more than 2 million square miles.

Where are your biggest coverage challenges today?

Premier Wireless can build the connectivity, devices and support around your distributed operations.

[Insert Calendar Link]

Best,

[Your Name]



Legal & Courts

Subject: What happens when the connection goes down?

Hi [First Name],

A connectivity outage can bring more than email to a standstill.

It can disrupt virtual proceedings, access to case-management systems, digital documents, video and communication between teams.

For critical-service communications, T-Priority™ provides priority access when network demand is high. Premier can also build additional layers of connectivity resilience around your operation:

- T-Priority™ — priority access when network demand is high
- Failover connectivity — automatically switch to another connection when the primary goes down
- Secondary connectivity — maintain another connection for added continuity
- Ongoing support — help managing the solution before, during and after deployment

How resilient is your current legal and court connectivity strategy?

[Insert Calendar Link]

Best,

[Your Name]

Subject: T-Priority is just one piece of the bigger picture

Hi [First Name],

Keeping critical legal and court operations connected isn't just about the network.

Your teams also need the right devices, connectivity, failover and support to keep case information and communications moving between locations.

That's where Premier Wireless comes in.

We can bring T-Priority™ together with connectivity, devices, deployment, failover and ongoing support around the way your organization actually operates.

And if budget is a concern, Premier can discuss financing and deployment options and help identify potential funding opportunities where applicable.

Would it be worth a 20-minute conversation to see where T-Priority and a broader connectivity strategy could fit?

[Insert Calendar Link]

Best,

[Your Name]



Manufacturing & Industrial

Subject: What happens when your connected operation gets busy?

Hi [First Name],

Manufacturing and industrial operations increasingly depend on connected equipment, monitoring systems, video, security, mobile teams and cloud applications.

When activity increases, all of those systems can put more demand on the network.

For critical-service communications, T-Priority™ provides priority access and preemption on T-Mobile's 5G network, helping critical communications maintain priority when network demand is high.

With T-Priority™ you get:

- Up to 2.5x faster speeds
- 500,000+ square miles of rural priority access
- 98%+ nationwide 5G land-area coverage

Premier Wireless can help evaluate where T-Priority and other connectivity solutions may fit within your operations.

Would you be open to a quick conversation about how your current network strategy handles heavy demand?

[Insert Calendar Link]

Best,

[Your Name]

Subject: Not every part of your operation is easy to connect

Hi [First Name],

Manufacturing and industrial operations don't always happen inside a single connected facility. Warehouses, yards, remote facilities and temporary sites can create challenges for connected equipment, monitoring, security, mobile teams and cloud applications.

T-Priority™ helps keep manufacturing and industrial teams connected where they operate. Powered by T-Mobile's 5G network, it reaches 98% of Americans across more than 2 million square miles.

Where are your biggest coverage challenges today?

Premier Wireless can build the connectivity, devices and support around your distributed operations.

[Insert Calendar Link]

Best,

[Your Name]



Manufacturing & Industrial

Subject: What happens when the network goes down?

Hi [First Name],

A connectivity outage can affect far more than employee internet access.

It can disrupt equipment monitoring, security systems, communications, cloud applications and the teams responsible for keeping operations moving.

For critical manufacturing and industrial operations, T-Priority™ provides priority access when network demand is high.

Premier can also build additional layers of connectivity resilience around your operation:

- T-Priority™ — priority access when network demand is high
- Failover connectivity — automatically switch to another connection when the primary goes down
- Secondary connectivity — maintain another connection for added continuity
- Ongoing support — help managing the solution before, during and after deployment

How resilient is your current operational connectivity strategy?

[Insert Calendar Link]

Best,

[Your Name]

Subject: T-Priority is just one piece of the bigger picture

Hi [First Name],

Keeping a connected operation running isn't just about the network.

Your teams also need the right devices, connectivity, failover and support to keep equipment, people and critical applications connected.

That's where Premier Wireless comes in.

We can bring T-Priority™ together with connectivity, devices, deployment, failover and ongoing support around the way your operation actually works.

And if budget is a concern, Premier can discuss financing and deployment options and help identify potential funding opportunities where applicable.

Would it be worth a 20-minute conversation to see where T-Priority and a broader connectivity strategy could fit?

[Insert Calendar Link]

Best,

[Your Name]



Transportation & Logistics

Subject: What happens when your fleet needs the network most?

Hi [First Name],

Today's fleets rely on GPS, vehicle tracking, dispatch, driver communications, mobile applications and in-vehicle video—all generating data as vehicles move.

During busy periods, incidents or other high-demand situations, that connectivity becomes even more important.

For critical-service communications, T-Priority™ provides priority access and preemption on T-Mobile's 5G network, helping critical communications maintain priority when network demand is high.

With T-Priority™ you get:

- Up to 2.5x faster speeds
- 500,000+ square miles of rural priority access
- 98%+ nationwide 5G land-area coverage

Premier Wireless can help evaluate where T-Priority and other connectivity solutions may fit within your operations.

Would you be open to a quick conversation about how your current network strategy handles heavy demand?

[Insert Calendar Link]

Best,

[Your Name]

Subject: Your fleet doesn't follow the coverage map

Hi [First Name],

Your vehicles don't stay in one place.

Drivers may spend their days on highways, rural routes and remote roads where connectivity can become more challenging for GPS, tracking, communications and mobile applications.

T-Priority™ helps keep critical-service fleets connected where they operate. Powered by T-Mobile's 5G network, it reaches 98% of Americans across more than 2 million square miles.

Where are your biggest coverage challenges today?

Premier Wireless can help evaluate your actual routes and build connectivity around your fleet.

[Insert Calendar Link]

Best,

[Your Name]



Transportation & Logistics

Subject: What happens when a vehicle loses connectivity?

Hi [First Name],

When a vehicle loses connectivity, the impact can go beyond a dropped connection. Tracking, driver applications, video, dispatch and communication with your operations center can all be affected.

For qualifying critical-service fleets, T-Priority™ provides priority access when network demand is high.

Premier can also build additional layers of connectivity resilience around your fleet:

- T-Priority™ — priority access when network demand is high
- Failover connectivity — automatically switch to another connection when the primary goes down
- Secondary connectivity — maintain another connection for added continuity
- Ongoing support — help managing the solution before, during and after deployment

How resilient is your current fleet connectivity strategy?

[Insert Calendar Link]

Best,

[Your Name]

Subject: T-Priority is just one piece of the bigger picture

Hi [First Name],

Keeping a connected fleet moving isn't just about the network.

Your drivers, vehicles, GPS, tracking systems, applications and operations centers all need the right connectivity, devices and support to keep information moving.

That's where Premier Wireless comes in.

We can bring T-Priority™ together with connectivity, devices, deployment, failover and ongoing support around the way your fleet actually operates.

And if budget is a concern, Premier can discuss financing and deployment options and help identify potential funding opportunities where applicable.

Would it be worth a 20-minute conversation to see where T-Priority and a broader connectivity strategy could fit?

[Insert Calendar Link]

Best,

[Your Name]



Utilities & Critical Infrastructure

Subject: What happens when an outage puts more pressure on the network?

Hi [First Name],

When an outage occurs, your crews may be spread across multiple locations relying on GPS, work orders, mobile applications and communications at the same time.

That's also when connectivity becomes especially important.

For critical-service communications, T-Priority™ provides priority access and preemption on T-Mobile's 5G network, helping critical communications maintain priority when network demand is high.

With T-Priority™ you get:

- Up to 2.5x faster speeds
- 500,000+ square miles of rural priority access
- 98%+ nationwide 5G land-area coverage

Premier Wireless can help evaluate where T-Priority and other connectivity solutions may fit within your operations.

Would you be open to a quick conversation about how your current network strategy handles high-demand situations?

[Insert Calendar Link]

Best,

[Your Name]

Subject: Your infrastructure doesn't stop at the city limits

Hi [First Name],

Utilities operate across large service territories, remote facilities and locations where traditional connectivity isn't always easy to deploy.

That can create challenges for field crews using GPS, work orders, mobile applications and communications.

T-Priority™ helps keep utility teams connected where they operate. Powered by T-Mobile's 5G network, it reaches 98% of Americans across more than 2 million square miles.

Where are your biggest coverage challenges today?

Premier Wireless can help evaluate your service territory and build connectivity around your field operations.

[Insert Calendar Link]

Best,

[Your Name]



Utilities & Critical Infrastructure

Subject: What happens when your primary connection fails?

Hi [First Name],

When connectivity goes down, your field teams still have work to do.

An outage can affect work orders, GPS, communications, infrastructure monitoring and access to critical field applications.

For critical-infrastructure and utilities, T-Priority™ provides priority access when network demand is high.

Premier can also build additional layers of connectivity resilience around your operation:

- T-Priority™ — priority access when network demand is high
- Failover connectivity — automatically switch to another connection when the primary goes down
- Secondary connectivity — maintain another connection for added continuity
- Ongoing support — help managing the solution before, during and after deployment

How resilient is your current field connectivity strategy?

[Insert Calendar Link]

Best,

[Your Name]

Subject: T-Priority is just one piece of the bigger picture

Hi [First Name],

Keeping critical infrastructure connected isn't just about the network.

Your field crews also need the right devices, connectivity, failover and support to keep information moving across your service territory.

That's where Premier Wireless comes in.

We can bring T-Priority™ together with connectivity, devices, deployment, failover and ongoing support around the way your teams actually operate.

And if budget is a concern, Premier can discuss financing and deployment options and help identify potential funding opportunities where applicable.

Would it be worth a 20-minute conversation to see where T-Priority and a broader connectivity strategy could fit?

[Insert Calendar Link]

Best,

[Your Name]



Industry-Specific Email Openers

Rather than creating completely separate emails for every industry, give reps interchangeable opening paragraphs.

EMS

Your crews depend on connectivity for dispatch, GPS, mobile records, patient information, and communication between the field and medical facilities. When network demand increases, maintaining access to those systems becomes critical.

Fire & Rescue

Fire and rescue teams increasingly rely on connected vehicles, smartphones, tablets, mapping, video, dispatch systems, and other data-intensive tools during incidents. All of that technology depends on a network that can keep up.

Law Enforcement

Today's law enforcement teams rely on much more than voice communications. CAD, body-worn cameras, connected vehicles, video, GPS, and mobile applications all create increasing demands on the network.

Legal & Courts

Courts and legal teams increasingly depend on reliable connectivity for virtual proceedings, case-management systems, secure communications, document access, and collaboration across locations.

Manufacturing

Modern manufacturing operations rely on connected equipment, mobile teams, monitoring systems, video, security, and cloud applications. Maintaining connectivity across the facility becomes especially important when operations are disrupted.

Transportation & Logistics

Your drivers, vehicles, dispatch teams, and operations centers depend on connectivity to keep information moving in real time. Fleet tracking, mobile applications, video, and communications all depend on reliable network performance.

Utilities

Utility teams often operate across large service territories and remote locations, making reliable connectivity essential for field communications, work orders, GPS, infrastructure monitoring, and outage response.



Voicemail Follow-Up Email

Subject: Following up — T-Priority™ for [Organization]

Hi [Name],

I just left you a voicemail and wanted to follow up with a quick note.

Premier Wireless works with public safety and critical-service organizations to address some of the biggest connectivity challenges facing mobile and distributed operations, including:

- Network congestion
- Rural and remote connectivity
- Increasing data demands
- Aging connectivity equipment
- Limited network redundancy
- Growing numbers of connected devices

Through our partnership with T-Mobile, we can provide T-Priority™ priority network access and preemption, along with the devices, routers, connectivity, deployment, and ongoing support needed to put the solution into operation.

Depending on your environment, that could support everything from dispatch and field communications to connected vehicles, video, mobile applications, patient information, fleet tracking, work orders, or facility operations.

I'd like to schedule 20–30 minutes to learn more about your current setup and see where we may be able to help.

[Insert Calendar Link]

Best,
[Name]

Call Scripts

General T-Priority

Hi [Name], this is [Rep Name] with Premier Wireless.

The specific reason I'm calling is that we're helping public safety and critical-service organizations strengthen their connectivity with T-Mobile's T-Priority network.

It provides priority access and preemption during network congestion, which is becoming increasingly important as organizations rely on more connected devices, video, vehicles, and mobile applications.

I'd like to learn how you're currently handling connectivity across your [teams/vehicles/facilities/field operations].

Would Tuesday at 2:00 or Thursday at 10:00 work better for a brief conversation?

EMS

Hi [Name], this is [Rep Name] with Premier Wireless.

The specific reason I'm calling is that we're helping EMS organizations strengthen connectivity for mobile crews, dispatch, tablets, patient information, GPS, and other connected systems.

T-Mobile's T-Priority provides priority network access and preemption during congestion, and Premier handles the deployment and support around the solution.

Would Tuesday at 2:00 or Thursday at 10:00 work better for a quick conversation?

Fire & Rescue

Hi [Name], this is [Rep Name] with Premier Wireless.

The specific reason I'm calling is that we're helping fire departments support the growing number of connected systems used across apparatus, stations, and incident locations—from mobile devices and mapping to video and dispatch.

T-Priority provides priority access during network congestion, while Premier can handle the connectivity, equipment, deployment, and ongoing support.

Would Tuesday at 2:00 or Thursday at 10:00 work better?



Law Enforcement

Hi [Name], this is [Rep Name] with Premier Wireless.

The specific reason I'm calling is that we're helping law enforcement agencies strengthen connectivity for CAD, body-worn cameras, connected vehicles, smartphones, video, and other field applications.

T-Mobile's T-Priority provides priority access and preemption during network congestion, helping critical communications stay connected when demand increases.

Would Tuesday at 2:00 or Thursday at 10:00 work better for a brief conversation?

Manufacturing

Hi [Name], this is [Rep Name] with Premier Wireless.

The specific reason I'm calling is that we're helping manufacturers strengthen connectivity across facilities, mobile teams, connected equipment, security systems, and other operational technology.

T-Priority can provide priority network access for critical communications, while Premier can help with routers, failover, devices, deployment, and ongoing support.

Would Tuesday at 2:00 or Thursday at 10:00 work better?

Transportation & Logistics

Hi [Name], this is [Rep Name] with Premier Wireless.

The specific reason I'm calling is that we're helping transportation and logistics teams improve connectivity across vehicles, drivers, dispatch, and operations centers.

Between fleet tracking, mobile applications, video, and real-time communications, your network has to support a lot more data than it did a few years ago.

T-Priority provides priority access during congestion, and Premier can handle the connectivity and equipment deployment around it.

Would Tuesday at 2:00 or Thursday at 10:00 work better?

Utilities

Hi [Name], this is [Rep Name] with Premier Wireless.

The specific reason I'm calling is that we're helping utilities strengthen connectivity for field crews operating across large and sometimes remote service areas.

T-Priority can provide priority access during network congestion, while Premier can build out the routers, devices, failover, and support needed to keep crews connected.

Would Tuesday at 2:00 or Thursday at 10:00 work better?

Connectivity & Technology Conversation Starters

I'd also broaden your final section. Instead of making every opportunity law-enforcement-specific, use these as conversation triggers.

Smartphones & T-Priority

Use when an organization has a large mobile workforce or depends heavily on smartphones for field communications.

Conversation:

"How important is cellular connectivity to your field teams' day-to-day operations—and what happens when the network gets congested?"

Cellular-Based Radios

Use for organizations that need push-to-talk communications but don't necessarily need to equip every employee with traditional LMR/P25 radios.

Particularly relevant to:

- Utilities
- Transportation
- Manufacturing
- Security
- Supervisors
- Administrative teams
- Field operations

Conversation:

"Are all of your personnel equipped with the same radio technology, or are there teams that could be served with a cellular-based solution?"

Connected Vehicle & Router Upgrades

Use for organizations with mobile fleets. Relevant to:

- EMS
- Fire
- Law enforcement
- Utilities
- Transportation
- Logistics
- Field services

Connected vehicles can carry multiple devices and applications, making the router and cellular connection an important part of the overall architecture. T-Mobile specifically positions T-Priority for connected public-safety vehicles and data-intensive applications.

Conversation:

"How old are the cellular routers in your fleet, and are they keeping up with the number of devices and applications your vehicles are running?"

Video & Cameras

Use when organizations are increasing their use of live or recorded video. Relevant to:

- Law enforcement
- Fire
- EMS
- Manufacturing
- Utilities
- Transportation
- Security

Conversation:

"As you're adding more cameras and video, have you looked at whether your current network can support the additional data load?"

T-Priority + T-Satellite

Use for organizations operating in rural, remote, or coverage-challenged areas. Particularly relevant to:

- Utilities
- Transportation
- EMS
- Fire
- Law enforcement
- Remote manufacturing
- Field operations

T-Mobile currently positions T-Satellite as an additional connectivity layer where traditional cellular coverage is unavailable: T-Satellite™ extends connectivity beyond traditional cellular coverage, providing voice and data coverage for select applications in outdoor areas.

Conversation:

"Are there areas your teams regularly work where terrestrial cellular coverage becomes unreliable or unavailable?"