

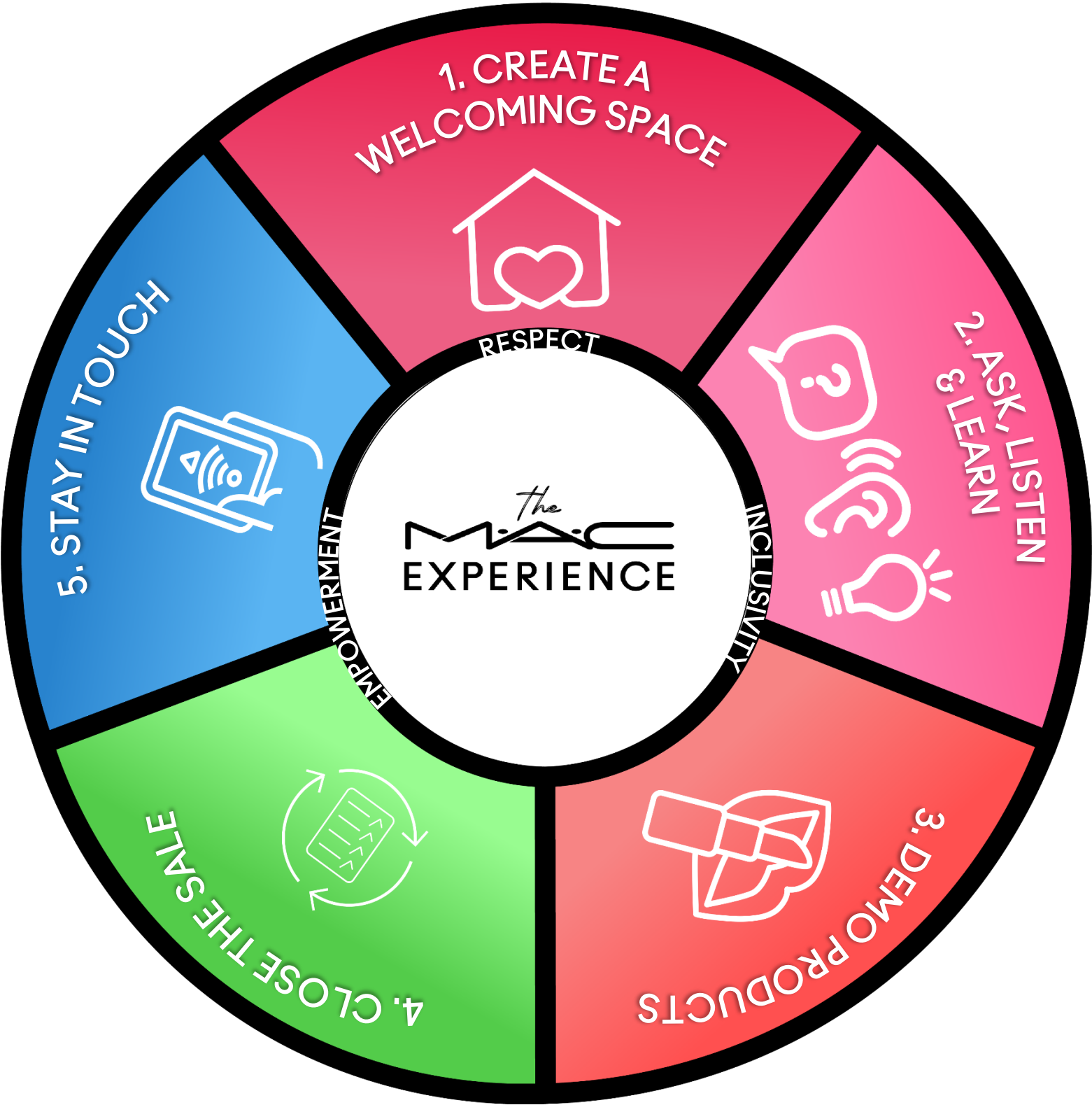
The background of the entire page is a vibrant rainbow gradient, composed of numerous vertical stripes of varying widths. The colors transition smoothly from red on the far left, through orange, yellow, green, teal, blue, and purple, ending in a reddish-pink on the far right. The stripes have a slight 3D effect, appearing as if they are layered or folded.

The **MAC** EXPERIENCE

COMPANION GUIDE

WHAT'S INSIDE

CLICK ICON TO NAVIGATE



M·A·C EXPERIENCE

OUR BRAND VALUES



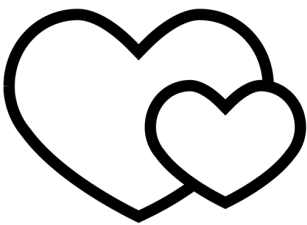
INCLUSIVITY at M·A·C means, but is not limited to:

- Acknowledging feedback and points of view from others.
- Ensure everyone has a seat at the table
- Supports teamwork and collaboration
- Connect with colleagues who are outside of your immediate team to educate yourself while building your network
- Ensure colleagues feel welcomed to express their authentic self and unique perspective
- Incorporate new ideas that challenge the status quo



EMPOWERMENT at M·A·C means, but is not limited to:

- Allowing others to take the lead and make the decisions.
- Give others the spotlight
- Provide opportunities to your team to aid with career development
- Encourage self-improvement
- Foster innovation and creativity
- Takes the initiative
- Inspires and motivates employees
- Open to change and risk taking



RESPECT at M·A·C means, but is not limited to:

- Encourage others to share their thoughts and opinions regardless of their position
- Actively listen to what others have to say
- Treat all employees fairly and equally
- Give valuable and constructive feedback
- Supports boundaries and work life balance
- Respect people's time
- Embrace and promote a positive culture and work environment

STEP1: CREATE A WELCOMING SPACE



CREATE A WELCOMING SPACE

TOP TIPS



SMILE & NAME
EXCHANGE TO
START A
CONNECTION



DISCOVER
CUSTOMER
MISSION



SHARE SHOPPING
OPTIONS

CREATE A WELCOMING SPACE

PHRASES TO WELCOME



WELCOME TO
M·A·C!

HEY! NICE TO SEE
YOU AGAIN!

WELCOME!

HI!

LET ME INTRODUCE
MYSELF.

HI! I'M....

HELLO. I'M A
M·A·C ARTIST
HERE.

REMIND ME
OF YOUR
NAME.

WELCOME TO
M·A·C!
I'M HERE TO
HELP!

HEY! COME ON IN AND PLAY!

MY NAME
IS...!

CAN I GET YOUR
NAME?









CREATE A WELCOMING SPACE

NAME EXCHANGE TIPS



WAYS TO MORE CONFIDENTLY REMEMBER CUSTOMERS NAMES, DURING THE NAME EXCHANGE.

-  Focus on the person you are talking to, try to avoid distractions.
-  Repeat the name of the person you just met.
-  Don't think about what you are going to say next in the conversation.
-  Focus on a particular feature of a new person's face, eye colour, hair style etc.
-  Link the new name with something you already know.
-  Connect the new name or face with a visual image.



CREATE A WELCOMING SPACE

TUNE INTO BODY LANGUAGE CUES



TAILOR YOUR CUSTOMER'S SHOPPING EXPERIENCE BY TUNING INTO NON-VERBAL CUES.

SIGNS OF INTEREST:

- Nodding
- Hand gestures
- Picking up product
- Smiling into mirror

KEEP GOING! YOU'RE ON THE RIGHT TRACK!

SIGNS OF DISCOMFORT:

- Arms crossed
- Avoiding eye contact
- Checking phone
- Fidgeting
- Furrowed brow

SHARE SHOPPING OPTIONS AND INVITE THEM TO PLAY. GIVE THEM SPACE AND RECONNECT IN A BIT.

CREATE A WELCOMING SPACE

SHOPPING OPTIONS



TRY ONE OR A COMBINATION OF THESE SHOPPING OPTIONS TO MAKE YOUR CUSTOMER FEEL WELCOME IN YOUR STORE.

LOW-KEY CUSTOMER

- Prefers less help and wants to explore on their own.

TIPS TO HELP

- Guide them to their category of interest.
- Set them up with supplies to swatch and play.
- Let them know you'll reconnect in a bit.

HIGH-TECH CUSTOMER

- They love gadgets and apps and are usually on their phones.

TIPS TO HELP

- Set them up with Virtual Try-On.
- Introduce them to M·A·C Pass (where available).
- Encourage them to play and let them know you'll reconnect in a bit.

HIGH-TOUCH CUSTOMER

- Wants your help and expertise and often wants a full-service experience.

TIPS TO HELP

- **IN LOW TRAFFIC**, feel free to offer a makeup service on the spot.
- **IN HIGH TRAFFIC**, offer a personalized demo, book a service for later.
- Set them up to explore and let them know you'll check in often.

IN & OUT CUSTOMER

- They're short on time and looking to get in and out quickly.

TIPS TO HELP

- Quickly help them replenish or select what they came for.
- Wow them with a few related products and a personalized sample.

USE SHOPPING OPTIONS AS A TASK TO GIVE YOUR CUSTOMERS WHILE YOU STEP AWAY TO HELP OTHERS.

CREATE A WELCOMING SPACE

TIPS FOR STEPPING AWAY



1

Always say hello to new Customers when you're with a customer .

This send a message to both the current and new Customer that you're there for everyone.

2

Give your Customer a task: "Try/swatch/play with this product for a moment while I check on this Customer. I'll be right back to see how it's going!"

This allows your Customer time to process and experiment with the product you're looking at while giving you time to help other Customers.

3

Help grab-and-go and replenishment Customers quickly to get them in and out.

Don't forget to recommend an additional product that works best with the product they came for.

STEP 2: ASK, LISTEN & LEARN



ASK, LISTEN & LEARN

TOP TIPS



BE CURIOUS, ASK
OPEN-ENDED
QUESTIONS

TUNE IN,
LISTEN TO
LEARN

SUMMARIZE TO BUILD
TRUST

ASK, LISTEN & LEARN

BEST TYPES OF QUESTIONS



OPEN-ENDED *Can't be answered with a "Yes" or "No".*

What skin concerns do you have?

What kind of look do you want to create?

What products are you using now and how are they working?

T-E-D *Tell me, Explain or Describe.*

Tell me how your products could work better for you?

Explain what classic means to you?

Describe your beauty routine before you go out?

LIFESTYLE *Provide info about Customer's routines & lifestyle.*

What kind of makeup do you wear when you're seeing friends?

What is one thing you wish were easier in your beauty routine?

How often do you go into the office and how often do you work from home?



ASK, LISTEN & LEARN

OPEN-ENDED QUESTIONS TIPS



GETTING TO KNOW YOUR CUSTOMER BY...



NOTICING SOMETHING THEY'RE WEARING



NOTICING SOMETHING THEY'RE LOOKING AT IN THE STORE



TUNING IN TO WHAT THEY SAY AND HOW THEY SAY IT



PAY ATTENTION TO BODY LANGUAGE

"Hi! I notice you're looking at lipsticks, was there a specific shade you're looking for or look you'd like to create?"

"You mentioned earlier that you're going to an event and want to create a smoky eye. What will you be wearing to the event?"

"I love your eyeshadow! What shade are you wearing?"

"You mentioned that you like the dewy skin look. Can you tell me a little more about what you're looking for in a dewy look?"

ASK, LISTEN & LEARN

SUMMARIZE TO BUILD TRUST



YOU HAVE



YOU WANT...



YOU NEED...



"I'm hearing that **YOU HAVE** oily skin but **YOU WANT** a matte look. Ok, great! To create this **YOU NEED** a mattifying primer" The first thing that comes to mind is _____.



"I'm hearing that **YOU HAVE** a lipstick that you love but it's drying, and **YOU WANT** more hydration. That's easy, **YOU NEED** a lip primer to add hydration and staying power.



"**YOU HAVE** oily eye lids and **YOU WANT** to create a smoky eye that lasts all night **YOU NEED** and eyelid primer.

STEP 3: DEMO PRODUCTS



DEMO PRODUCTS

TOP TIPS



COLLABORATE
ON PRODUCTS
AND SERVICES
TO TRY



SHARE
ARTISTRY AND
PRODUCT
STORYTELLIN
G IN-PERSON
OR VIRTUALLY



BUILD A LOOK
TO BUILD A
BASKET



DEMO PRODUCTS

5 WAYS TO DEMO



1



2



3



4



5



CREATE A LOOK

TOUCHES ALL OR MOST FEATURES

FOCUS FEATURE

MULTIPLE PRODUCTS ON ONE FEATURE

POWER DEMO

HIGH IMPACT DEMO ON THE HAND

TRY-ON

PRODUCT OR SHADE THAT CAN BE TRIED ON IN-PERSON OR VIRTUALLY

SWATCHING

ON YOUR HAND OR THEIRS

HOW DO YOU KNOW THE RIGHT WAY TO DEMO?...JUST ASK!

TRY THESE QUESTIONS!

How much time do you have?

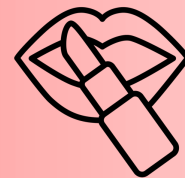
How would you like to try on products today?

How comfortable are you with me applying makeup to your face?

How comfortable are you with me applying makeup to your hands?

DEMO PRODUCTS

PRODUCT STORYTELLING, HOW-TO...



PRODUCT
KNOWLEDGE



DESCRIPTIVE
LANGUAGE



PRODUCT
STORYTELLING

TIPS: Have a word bank of adjectives that you can use to describe product textures, finishes and effects!

Create sensorial descriptions for our products when Customers are using VTO, this gives you the power to create imagery and allow your Customer to experience the product's texture, finish or other special qualities without physically experiencing it.



EXAMPLE

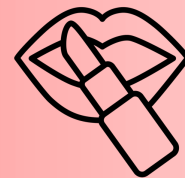
"I could talk about Fix + all day long!"

- It's a mineral-packed, ultra-hydrating mist.
- Refreshes, sets and improves wear of makeup.
- Creates a natural, skin-like sheen with nourishing ingredients that soothe dry, tired skin.
- A sip of water for your skin – a must have in your bag for hot summers and dry winters.
- Fix + comforts dry, tight skin, corrects cake-y looking makeup and instantly makes your skin look and feel better with a few refreshing spritzes, with or without makeup.



DEMO PRODUCTS

BUILD A LOOK TO BUILD THE BASKET



ALWAYS Begin With Skin

This is a mantra, an attitude, a mindset shift. This is how you connect any colour product to a skincare product that will connect to a Customer's skin concerns and achieve their skin goals.

"This product works best with____."

This option is great for sharing about products that boost the efficacy of the original product you shared with your Customer, like primers and skincare.

"Some great products to finish this look are____"

This works well to transition to different categories to create a holistic look that touches the primary features of the face, like adding a lip or cheek colour to an eye look

"Because you tried ____, you might also like ____."

This is a great option for showing similar products within the same category, like different lipstick shades within a lipstick formula your Customer loved

PRACTICE

Your goal is to build a look across categories. If your Customer comes in for a lipstick, what phrase would you use /what would you say to transition to a different category?



STEP 4: CLOSE THE SALE



CLOSING THE SALE

TOP TIPS



CONFIRM
YOU'VE MET
THEIR NEEDS
AND ASK WHAT
THEY WANT TO
PURCHASE

OFFER
PERSONALIZED
SAMPLES AND
OMNI OPTIONS
(WHERE
AVAILABLE)

THANK
GENUINELY
AND ASK TO
KEEP IN TOUCH



CLOSING THE SALE

CLOSING PHRASES



1. CONFIRM YOU'VE MET THEIR NEEDS:

"Today, you come in for _____. Together, we selected _____ to try. What do you think about the look we achieved today?"

2. ASK FOR THE SALE

"Which products can I wrap up for you to take home?"

"Let's talk about what you would like to take home today."

Let me pull these products for you and I'll meet you at the register."

"Let's quickly recap the look we created together so we know exactly what products you need today."

WHEN IN DOUBT, TRY: "You have..., You want..., You need...for an easy phrase to confirm their needs are met and close the sale.

"Let's recap. You told me you have_____ and you want_____. To address that concern, you need_____.



CLOSING THE SALE

LEAVE A LASTING IMPRESSION



An effective close always leaves a lasting positive impression on your Customer by making them feel appreciated. Try these tips to show appreciation to your Customer and earn their loyalty.

THANK GENUINELY

REPEAT THEIR NAME

"Olivia thank you so much for coming to M·A·C today..."

REFER TO THEIR LOOK

"The look we created today is going to be perfect for your dress!"

REFER TO SOMETHING THEY SHARED

"I hope you have so much fun at the event tonight!"

INVITE THEM BACK

CONNECT TO AN OCCASION

"Come back and share pics from your event tonight!"

CONNECT TO A TREND

"Come back soon so we can play around with some other trends!"

CONNECT TO A SEASON

"Come back when you're ready to pick out a new summer look!"

CONNECT TO A PRODUCT

"Come back next month because we are launching a new lipstick that I think you will love!"

GIVE THEM A PERSONALIZED SAMPLE

DON'T JUST THROW IT IN THE BAG – CONNECT IT TO THEIR NEEDS OR THEIR PURCHASE.

"I know you didn't want to take the lip primer today so I made you a little sample so you can wear it with your lip tonight and just see what a difference it makes!"

STEP 5: STAY IN TOUCH



STAY IN TOUCH

TOP TIPS



FOLLOW-UP THE
THE TRAVEL RETAIL
WAY

REMIND THEM TO
REPLENISH

SHARE RELEVANT
NEWNESS



STAY IN TOUCH

TOP TIPS



Use these top tips for ways to Stay in Touch with your Customer after they've left your store. Refer to what was shared during your Customer's visit to ensure your communication feels genuine.

FOLLOW-UP ON...



A sample you provided

A product you recommended

A look you created

A technique you shared

REMIND THEM TO REPLENISH...

HIGH-USE

PRODUCTS THAT GET USED MOST:
Primers, skincare, foundation, Fix+,
Customer's favourite colour products.



"Hey! I'm just checking in on how you made out with Fix+ and if you're ready for more."

SHORTER SHELF LIFE

MASCARA has a shorter shelf life (3 months) than many products.

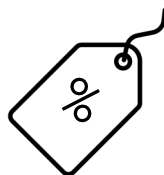


"Hey! It's been a few months since you purchased M·A·C Stack. Just checking to see how you're liking it and if you'd like to replenish."

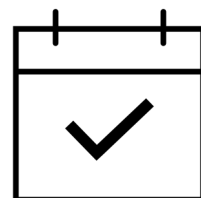
SHARE RELEVANT NEWNESS...



NEW PRODUCTS



PROMOTIONS



SPECIAL EVENTS



COMMON CHALLENGES

HANDLING MULTIPLE CUSTOMERS
&
OVER COMING OBJECTIONS

PHRASES

OVERCOME OBJECTIONS AT EVERY STEP



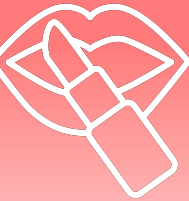
CREATE A WELCOMING SPACE

TRY: "Now that you've had some time to look around, are there any questions I can answer for you?"



ASK, LISTEN & LEARN

TRY: "You mentioned you want a natural-looking foundation. Do you have a picture of your perfect natural foundation look so I can be sure I know exactly what you have in mind?"



DEMO PRODUCTS

TRY: "You seem unsure and I want you to feel totally confident and excited about the products I show you! Let's start here and you can share what you don't love then we can explore other options."

If you don't have enough information, ask more questions! TRY:

- You can say: 'Tell me about what your thinking about this product' to further understand their hesitation.
- You can also lean into Summarize To Build Trust by saying "You mentioned you were looking for _____, and this product does exactly that! Let me show you!"



CLOSE A SALE

- Acknowledge their objection to build more trust. Then, reiterate the product's benefits, how it can add value to their current routine by helping them achieve their desired look and why you recommended it to meet their needs.
- Put the product in their hand and let them try it again for themselves.
- If there are still objections, don't continue to push. Instead, offer to make a personalized sample of the product so they can add it to their routine for a few days.



STAY IN TOUCH

TRY:

- "Hi _____, this is _____ from the MAC Store! I'm reaching out to see how you liked the _____ you purchased last time you were in store! Let me know if you need to buy more and I can put some aside for you.
- Hi _____, this is _____ from the MAC Store! I know how much you loved the _____ you were in store. I wanted to reach out and let you know that we just launched some awesome new colours, I'd love to show them to you!

TIPS & PHRASES

TO MANAGE MULTIPLE CUSTOMERS



CREATE A WELCOMING SPACE

Tips to try when Managing Multiple Customers during Step 1: Create a Welcoming Space

- Lean into is Share Shopping Options and invite them to explore on their own.
- Get them engaged using virtual tools.
- Set the expectation that you will have to help others and reassure them that you'll check in often
- Remember to be inclusive and respectful to ensure you're living our M·A·C Values and every feels welcome!
- It could sound like this: *"Over here you can find hygiene supplies so feel free to swatch some shades you like, we also have the ability to try that shade on virtually so you can head over here to our Virtual Try On Station. I will check back in a minute to see how you're doing and then we can explore anything else you're interested in."*



ASK, LISTEN & LEARN

Objections in this Step can sound like hesitation. They might not be sure or isn't able to explain what they want or they may not be comfortable enough to open-up and share.

- To overcome this objection, try having them find an image on their mobile device that represents the look they have in mind. Try:
- *"You mentioned you want a natural-looking foundation. Can you find a picture of your perfect natural foundation look so I can be sure I know exactly what you have in mind?"*
- This technique can also help with our other common challenge, managing multiple Customers, because it allows you time to step away to help others.
- You could continue by saying *"While you look for that image, I'm going to step away momentarily to check in with other Customers. I'll be right back and we can discuss."*



DEMO PRODUCTS

Tips to try when Managing Multiple Customers during Step 3: Demo Products.

- Give your Customer some ideas to play with the products you're showing or experiment with the virtual try-on experience on their own. This can give you a few free minutes to check in with other customers. Try:
- *"Take a couple of minutes to try on a few shades virtually and pick out some favourites. I'll be back momentarily, and we can look at some of those shades in person."*
- *"The lipsticks are over here. I will have to step away briefly so I'm going to give you a moment to play around, and I'll be back shortly to discuss shades and textures."*
- *"The product you're looking for is right over here. I'm helping a Customer, but I'll be over to help you shortly."*



HOW-TO PRIORITIZE MULTIPLE CUSTOMERS

SET IT UP AHEAD OF TIME

Always align with each and every Customer at the start of the experience that you will have to step away to help others but you'll check in frequently.

Look for moments to step away by empowering your Customer to self-discover.

Communication is key to gaining your Customer's patience and understanding

DO QUICK & EASY TASKS FIRST

For example, smiling and greeting Customers, showing a Customer where a particular product, category or tool is, saying goodbye to Customers.

Each of these tasks can be done while working with another Customer and you can achieve this with little to no interruption with your Customer by stepping or glancing away briefly.

GROUP SIMILAR TASKS AND DO THEM SIMULTANEOUSLY

For example: show Customers interested in the same product or category where to find it and how to self-navigate until you're able to check back in.

Any task that requires a similar action can usually be done together with minimal extra effort.

SAVE THE LONGEST FOR LAST

For example, Customer's who want a focus feature demo or any other makeup service, foundation matches, building a full look, etc.

Do these longer, more involved tasks last because usually this Customer has more time and you'll avoid being distracted during a service.



TIPS

OUT OF STOCK/DISCONTINUED PRODUCTS

KNOW YOUR STOCK

At the start of your shift, partner with your peers & Manager to understand what popular shades and/or products are sold out.

BE PREPARED

Once you understand what products and shades you're out of, come up with back up options to be able to readily share with your Customers.

'YES' MENTALITY

Lean into using Omni options like Buy Online, Pick Up In Store or Order Online From In Store so that you always have a way to say 'Yes' to your Customers and find a way to get them the product they need.

S.W.A.T.

This means Sell What's Available Today! When in doubt, always focus on what's available in store right now as a way to maintain a 'Yes' mentality. You must know your stock and be prepared with back ups to S.W.A.T.





GO JOURNAL ACTIVITIES

GO JOURNAL

After you complete each digital module and during your classroom session you will be prompted to this page to complete each 'Go Journal' activity for each step. You'll share this page with your Retail Manager during your next touch base.

CREATE A WELCOMING SPACE:

Write down one thing you'll do differently to Create a more Welcoming Space in your store.

ASK, LISTEN & LEARN: Write down your #1 takeaway from the ASK, LISTEN & LEARN module. In your next touchbase, You share + discuss your screenshot summary with your Manager.

DEMO PRODUCTS: Create some Product Storytelling for a product you don't know well, using the website, the digital PKM or product cards as resources.

CLOSE THE SALE: Practice matching pre-made samples to different Customers and the phrases you would use to personalize these samples .

STAY IN TOUCH: Write down what tools you can use to connect with Customers and a few of your best tips for following up.