The background features a collage of various objects: a light green glove, a purple circular device with a screen and a chain, a black pencil, a green highlighter, a purple highlighter, a green squiggly line, and three green gummy worms.

# MAC VIRTUAL BASIC TRAINING WORKBOOK

FY24



# WELCOME TO THE MAC FAMILY!

We are pleased and excited to welcome you to your continued learning journey!

## MAC VIRTUAL BASIC TRAINING

### AGENDA: ARTISTS TO ATTEND ALL 4 SESSIONS

SESSIONS	AGENDA
Session 1	INTRODUCTION TO M.A-C EDUCATION TOOLS M.A-C EXPERIENCE: <i>OVERVIEW; CREATE A WELCOMING SPACE</i> HERO DISCOVERY: <i>LIPSTICK</i>
Session 2	COLOUR AND MAKEUP THEORY HIGHLIGHT AND CONTOUR M.A-C EXPERIENCE: <i>ASK, LISTEN, LEARN</i> SKIN, SKIN CARE + PRIMERS HERO DISCOVERY - <i>FIX+ CATEGORY</i>
Session 3	M.A-C EXPERIENCE: <i>DEMO PRODUCTS; WOW IN 15</i> FACE HERO DISCOVERY: <i>STUDIO FIX</i>
Session 4	M.A-C EXPERIENCE: <i>CLOSING THE SALE; STAY IN TOUCH</i> EYES HERO DISCOVERY: <i>EYESHADOWS</i> POURING HAPPINESS

### ONE WEEK BEFORE VBT:

1. If needed, download the ZOOM APP. Click the link below to access the Zoom Download Center. Choose the appropriate download for your device: <https://zoom.us/download>
2. Ensure you have completed your Basic Training pre-work (MMX modules and New Hire Orientation Workbook)
3. Review this Workbook and establish the best approach to completing each Session's pre-work assignments with your Manager.
4. Prepare any recommended products and samples defined for each Session (found on individual Agenda pages within this workbook).

### THE DAY OF VBT:

1. Basic Training is interactive, participation from all attendees is expected. ***If you are joining from an instore computer with no microphone – also dial in by phone.***
2. Use the Registration details provided in your invitation reminder to join the Zoom Meeting via a Wi-Fi connection (personal data charges will not be reimbursed)
3. ***Arrive 5 minutes*** before Training scheduled start time – this will allow time for troubleshooting if needed and help you to be prepared for the training.
4. Have this Attendee Workbook available and your New Hire Orientation Workbook
5. Have a pen, and paper ready for note-taking

Phone dial in #'s if needed:  
 +1 587 328 1099 Canada  
 +1 647 374 4685  
 Canada  
 +1 647 558 0588  
 Canada  
 +1 778 907 2071 Canada  
 +1 204 272 7920 Canada  
 +1 438 809 7799 Canada

### ZOOM BEST PRACTICES: also refer to zoom features on next page

1

Be camera ready!  
 MAC Black Dress  
 Code in effect.  
 (Join with Camera on  
 and mic on mute)

2

Update your name in  
 Zoom to your first and  
 last names. Include  
 location and  
 preferred pronouns.

3

Use headphones for  
 optimal sound quality.  
 Dial in if your device has  
 no mic in order to  
 participate in activities

4

Quiz and poll questions  
 may occur throughout  
 the training, so pay  
 attention!  
 Use the chat for your  
 questions!

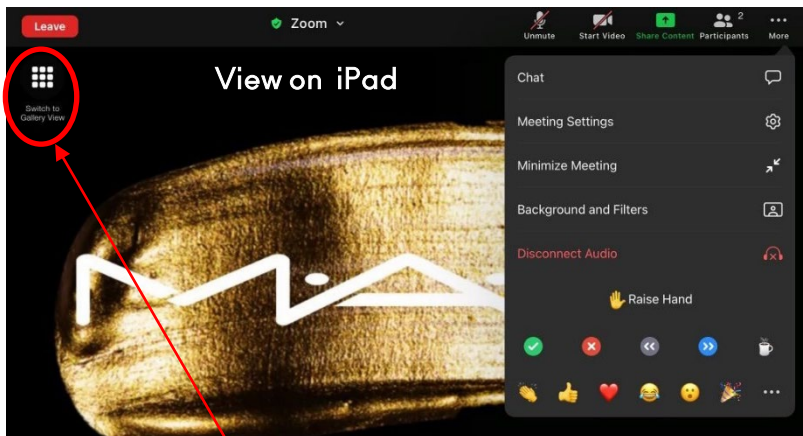
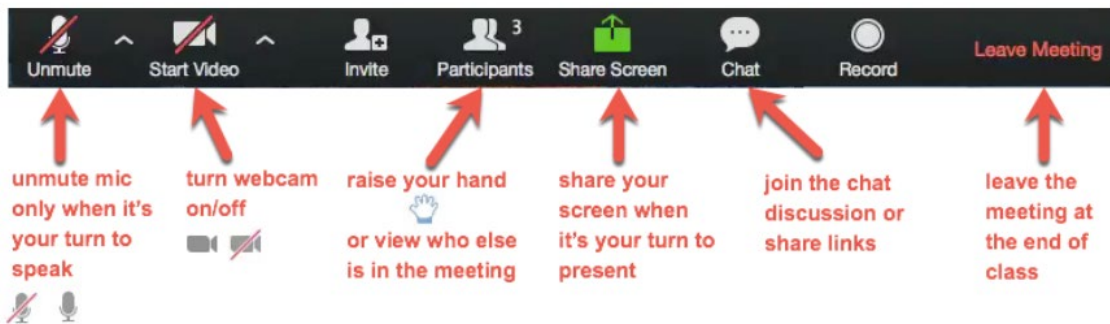
5

Turn off camera during  
 live demos or if you  
 experience poor  
 internet connection.


# Cheat Sheet for Zoom Virtual Calls



Click **Join a Meeting** and enter the meeting ID number, along with your display name.



You can switch to gallery view to view all speakers, or you can focus on the default view where the presenter will be on the main screen.

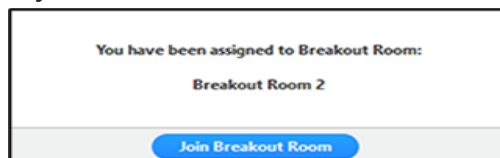
When asked to Annotate from iPad, just tap on the presentation for a  to appear on the screen. Tap the pen icon for the full menu options.

We recommend that you [join a test meeting](#) to check your zoom audio and video capabilities.

Your facilitator might also switch you to a Breakout Session.

1. Click **Join**.
2. If you choose **Later**, you can join by clicking **Breakout Rooms** in your meeting controls.
3. Click **Join Breakout Room**.

You can leave the breakout room and return to the main meeting session at any time, or you can leave the meeting entirely from the breakout room





# SESSION 1:

## INTRODUCTION TO M·A·C, M·A·C EXPERIENCE, HERO DISCOVERY

### PRE-WORK FOR SESSION 1

NEW HIRE ORIENTATION WORKBOOK AND LEARNING PATH  
8 WEEK REVIEW  
MMX MAC EXPERIENCE COURSE MODULES

### PREPARE AND BRING TO THE SESSION:

#### MATERIALS

COUNTER COPY OF NEW HIRE ORIENTATION WORKBOOK AND VIRTUAL BASIC TRAINING WORKBOOK  
PEN/PENCIL

#### PRODUCTS/SAMPLES TO BRING TO SESSION

**LIP FORMULAS:** Lustreglass Lipstick, Frost Lipstick, Amplified Crème Lipstick, Matte Lipstick, Retro Matte Lipstick, Retro Matte Liquid Lipstick, Powder Kiss Lipstick, Powder Kiss Liquid Lipstick, Locked Kiss Ink  
(IF POSSIBLE, SELECT SIMILAR SHADES. EX: ALL REDS OR ALL PEACH TONES)

### AGENDA

### TIME

#### WELCOME

#### INTRODUCTION TO M·A·C

- *M·A·C HISTORY & CULTURE: VALUES + PRINCIPLES, VIVA GLAM, BACK TO M·A·C, LOYALTY, ANIMAL TESTING, MAC ARTIST ROLE*

#### DIGITAL EDUCATION TOOLS

#### BREAK

#### SPECIAL GUEST

#### INTRODUCTION TO THE M·A·C EXPERIENCE

#### THE M·A·C EXPERIENCE: *CREATE A WELCOMING SPACE*

#### HERO DISCOVERY: LIPSTICK

#### CONCLUSION

**20 MINUTES**  
**35 MINUTES**

**5 MINUTES**

**5 MINUTES**

**10 MINUTES**  
**10 MINUTES**  
**35 MINUTES**  
**25 MINUTES**  
**5 MINUTES**

### REFLECTION AFTER VIRTUAL SESSION

### TIME

1. Write down 2 things that inspired you from today's session and why. Share this with your manager or co-worker.

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**15 MINUTES**

### MAKEUP CHALLENGE FOR NEXT SESSION:

Come to your next Training Session with a lip look inspired by your astrological sign or current trend.

When we regroup, there will be a "Show and Tell" moment at the Opening Experience.

Be prepared to share the inspiration behind your lip look and the products used to create the lip. (Either verbally or via the CHAT)

# 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

# M·A·C EXPERIENCE OVERVIEW

## STEP 1: CREATE A WELCOMING SPACE

### TOP TIPS:

- SMILE + NAME EXCHANGE TO START A CONNECTION
- DISCOVER CUSTOMER MISSION
- SHARE SHOPPING OPTIONS

## STEP 2: ASK, LISTEN, LEARN

### TOP TIPS:

- BE CURIOUS, ASK OPEN-ENDED QUESTIONS
- TUNE IN, LISTEN TO LEARN
- SUMMARIZE TO BUILD TRUST

## STEP 3: DEMO PRODUCTS

### TOP TIPS:

- COLLABORATE ON PRODUCTS AND SERVICES TO TRY
- SHARE ARTISTRY AND PRODUCT STORYTELLING IN-PERSON OR VIRTUALLY
- CREATE A LOOK TO BUILD A BASKET

## STEP 4: CLOSE THE SALE

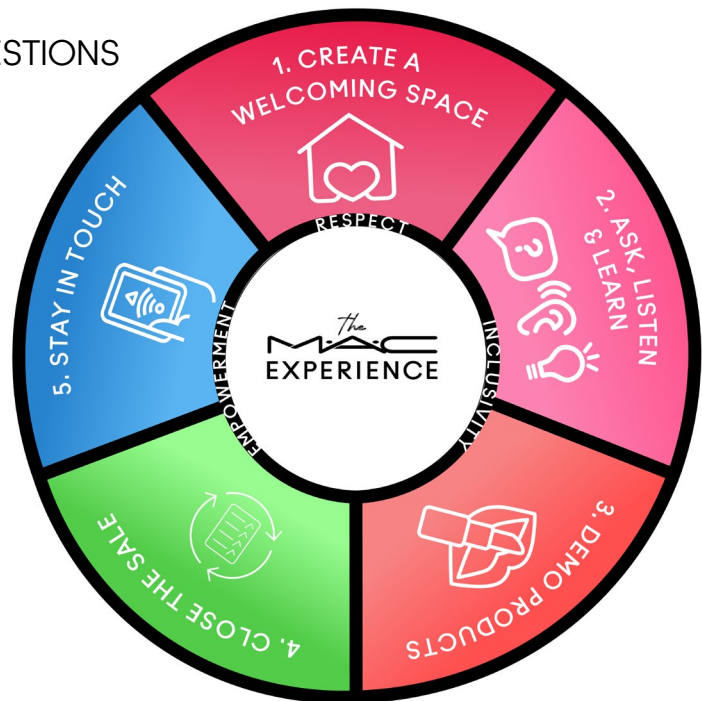
### TOP TIPS:

- CONFIRM YOU'VE MET THEIR NEEDS AND ASK WHAT THEY WANT TO PURCHASE
- OFFER PERSONALIZED SAMPLES AND OMNI OPTIONS (WHERE APPLICABLE)
- THANK GENUINELY AND ASK TO KEEP IN TOUCH

## STEP 5: STAY IN TOUCH

### TOP TIPS:

- FOLLOW-UP
- REMIND THEM TO REPLENISH
- SHARE RELEVANT NEWNESS





## NOTES

[illegible]









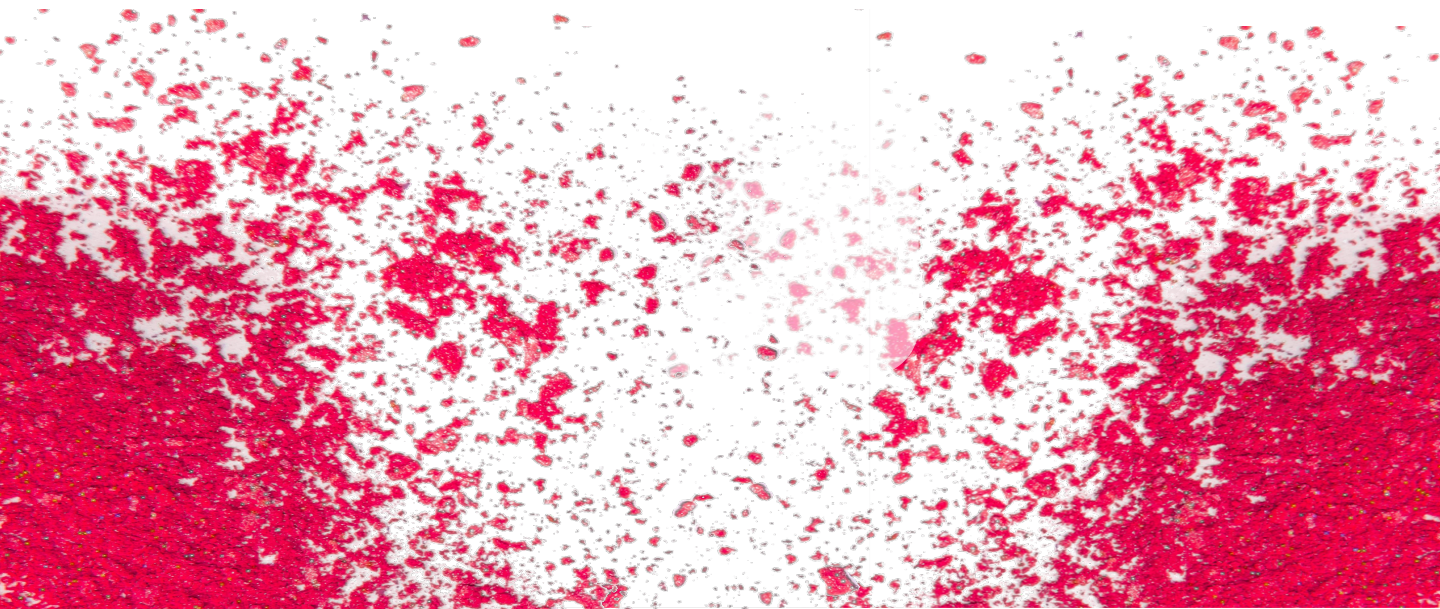
# CREATE A WELCOMING SPACE

## 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

## 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.

# 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."*



## SESSION 2:

# M·A·C EXPERIENCE, SKIN, HERO DISCOVERY

PRE-WORK FOR SESSION 2	TIME
MMX HYPER REAL COURSE MODULES VISIT MACCOSMETICS.CA, LOOK UP FIX+ AND COMPARE FORMULAS	15 MINUTES

PREPARE AND BRING TO THE SESSION:		
MATERIALS	PRODUCTS OR PRE-DRAMMED SAMPLES TO BRING TO SESSION	
NEW HIRE ORIENTATION WORKBOOK VIRTUAL BASIC TRAINING WORKBOOK PEN/PENCIL	<b>SKIN CARE PRODUCTS</b> MINERALIZE VOLCANIC ASH EXFOLIATOR MINERALIZE TIMECHECK LOTION STROBE CREAM HYPER REAL SERUMIZER HYPER REAL SKIN CANVAS BALM HYPER REAL FRESH CANVAS CLEANSING OIL GENTLY OFF EYE & LIP REMOVER COMPLETE COMFORT CREAM GENTLY OFF WIPES	<b>PREP + PRIME PRODUCTS:</b> NATURAL RADIANCE 24HR EXTEND EYE BASE P+P LIP FIX+ STAY OVER, FIX+ ORIGINAL, FIX+ MAGIC RADIANCE, FIX+ MATTE STUDIO FIX MATTIFINE 12HR SHINE CONTROL PRIMER STUDIO RADIANCE MOISTURIZING + ILLUMINATING SILKY PRIMER

AGENDA	TIME
WELCOME AND OPENING EXPERIENCE	10 MINUTES
COLOUR + MAKEUP THEORY	15 MINUTES
HIGHLIGHT + CONTOUR	15 MINUTES
M·A·C EXPERIENCE: <u>ASK, LISTEN, LEARN</u>	35 MINUTES
BREAK	5 MINUTES
SKIN: SKIN TYPES, SKIN CARE AND PREP + PRIME PRODUCTS	35 MINUTES
HERO DISCOVERY: FIX+ FORMULAS	15 MINUTES
PRACTICE	15 MINUTES
CONCLUSION	5 MINUTES

REFLECTION AFTER SESSION	TIME
1. For further MAC skin care and primer product knowledge support – go to MMX 'tools' section and download and review the 'artists guide_skin + skincare'.	20 MINUTES
2. Write down 2 key behaviours you want to focus on with your customer interactions for your next shifts on the floor. How will this behaviour help you to be more successful with your sales results? Share this with your manager.	

PREP FOR NEXT SESSION
COME TO THE NEXT SESSION WITH A LOOK THAT PLAYS UP YOUR SKIN! LET'S SEE SOME BEAUTIFUL HIGHLIGHTS, CONTOURS, AND TEXTURES!

# 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?"*

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*"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?"*

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

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*"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?"*

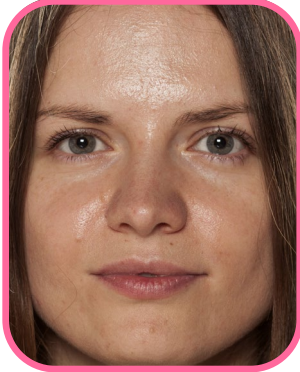


# ASK, LISTEN & LEARN

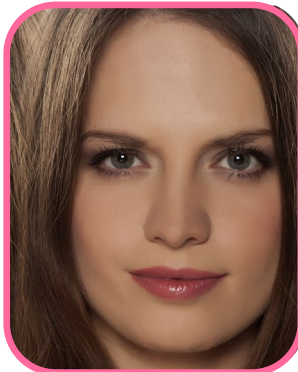
## SUMMARIZE TO BUILD TRUST



**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.



## This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.



# SESSION 3:

## M·A·C EXPERIENCE, FACE, HERO DISCOVERY

PRE- WORK FOR SESSION 3		TIME
MMX FUNDAMENTALS COURSE: COLOUR THEORY MMX FUNDAMENTALS COURSE: FACE SHAPES		15 MINUTES
BRING TO THE SESSION		
MATERIALS	PRODUCTS OR PRE-DRAMMED SAMPLES TO BRING TO SESSION (+ DISPOSABLE APPLICATORS/SPONGE/COTTON SWABS)	
NEW HIRE ORIENTATION WORKBOOK VIRTUAL BASIC TRAINING WORKBOOK PEN/PENCIL	STUDIO FIX FLUID SPF 15 FOUNDATION STUDIO FIX POWDER PLUS FOUNDATION MINERALIZE SKINFINISH NATURAL STUDIO WATERWEIGHT SPF 30 FOUNDATION STUDIO RADIANCE FACE & BODY SHEER RADIANT FOUNDATION STUDIO FIX 24 HR SMOOTHWEAR CONCEALER PRO LONGWEAR CONCEALER MINERALIZE SKINFINISH	
AGENDA		TIME
WELCOME + REVIEW		10 MINUTES
M·A·C EXPERIENCE: DEMO PRODUCTS <i>WOW IN 15</i>		75 MINUTES
BREAK		5 MINUTES
FACE: <i>FOUNDATION SHADE NAMES AND MATCHING, FORMULAS: FOUNDATION, CONCEALERS, POWDERS, BRUSHES</i>		40 MINUTES
HERO DISCOVERY: <i>STUDIO FIX</i> CONCLUSION		15 MINUTES 5 MINUTES
REFLECTION AFTER SESSION		TIME
PRODUCT STORYTELLING: How does understanding products key ingredients + benefits help you with product storytelling?What other information do you need to know when recommending a product for a Customer?		15 MINUTES
DEMO: What are some factors that will help you determine the best way to demo product for a Customer?		
PREP FOR NEXT SESSION (WEEKDAY SERIES ONLY)		
COME TO THE NEXT SESSION WITH AN EYE MAKEUP LOOK INSPIRED BY YOUR FAVOURITE POP CULTURE ICON! CENTRE YOUR MAKEUP LOOK AROUND YOUR EYES, SMOKY, NATURAL, GRAPHIC – LET YOUR ICON GUIDE YOU!		

# 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?



# STEP 3: DEMO PRODUCTS

## ACTIVITY



### ACTIVITY

For this activity you will practice creating product storytelling!

Select your favourite M·A·C product and write down a Product Storytelling phrase for that product.

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### NOTES

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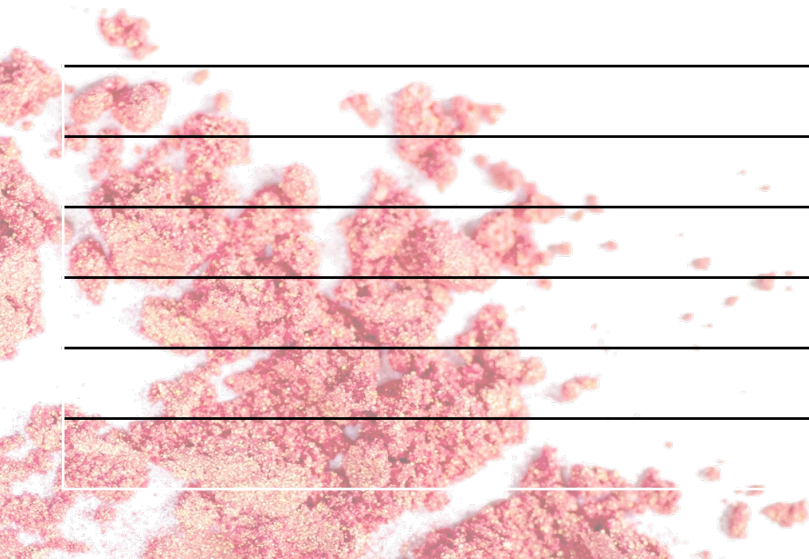
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# DEMO PRODUCTS

## 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?

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## NOTES

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# SESSION 4:

## M·A·C EXPERIENCE, EYES, HERO DISCOVERY

PRE-WORK FOR SESSION 4	TIME
MMX FUNDAMENTALS COURSE: EYE SHAPES REVIEW THE PRODUCT MATRICES FOR EYE SHADOWS, EYE LINERS, EYE BROWS AND MASCARA ON MACX.	15 MINUTES

BRING TO THE SESSION	
MATERIALS	PRODUCT TESTERS TO HAVE ON HAND (+DISPOSABLE APPL)
NEW HIRE ORIENTATION WORKBOOK VIRTUAL BASIC TRAINING WORKBOOK PEN/PENCIL	ONE OF EACH EYE SHADOW TEXTURE AVAILABLE AT YOUR LOCATION: <i>MATTE, POWDER KISS, SATIN, FROST, EXTRA DIMENSION, DAZZLE SHADOW, DAZZLE SHADOW EXTREME</i>

AGENDA	TIME
WELCOME AND OPENING EXPERIENCE	10 MINUTES
M·A·C EXPERIENCE: <i>CLOSE THE SALE;</i>	35 MINUTES
<i>STAY IN TOUCH</i>	15 MINUTES
M·A·C EXPERIENCE WRAP UP	5 MINUTES
BREAK	5 MINUTES
'M·A·C IS...' VIDEO	2 MINUTES
EYES: <i>EYE SHAPES, BROWS, EYE LINER/MASCARA /LASHES</i>	35 MINUTES
HERO DISCOVERY: <i>EYESHADOWS</i>	25 MINUTES
POURING HAPPINESS	13 MINUTES
CONCLUSION	5 MINUTES

REFLECTION AFTER SESSION	TIME
1. Complete the Close the Sale sampling activity in your workbook – determine the best sample to provide to each customer and introduce it using one of the key phrases/concepts listed. 2. Write down 2 -3 new behaviours you have learned in this training that will help you to enhance the M·A·C experience for your customers and your team. Share this with your manager. 3. Commit to providing best in class service to every customer that visits us at M·A·C. Measure your success – how does your effort to mindfully practice new approaches influence your customer connections and your sales results week to week? Discuss with your manager.	10 MIN AND ONGOING
Explore additional courses and videos available to continue your learning journey, learn about new products and grow your skills.	


# CLOSING THE SALE

## CLOSING PHRASES



### 1. CONFIRM YOU'VE MET THEIR NEEDS:

"Today, you came 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?"

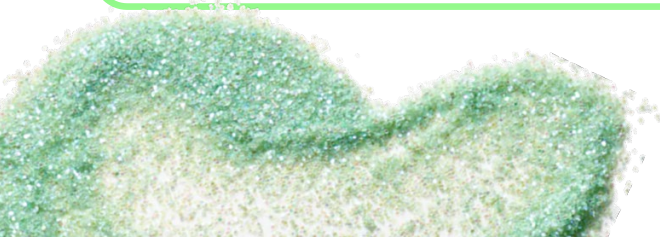
"Let's talk about what you would like to take home today."

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\_\_\_\_\_.





# STEP 4: CLOSING THE SALE

## OFFER A PERSONALIZED SAMPLE



### ACTIVITY

Let's practice linking the pre-made sample we have available to the Customer's purchase!

- You have 3 Customers and 3 pre-made samples at your store. Select which sample you would give to each Customer and the phrase you would share to personalize it for them.
- Select from any of our 4 ways to Build A Look and link the purchase to the sample :
  - Always Begin with Skin
  - 'You might also like...'
  - 'Complete the look...'
  - 'Works best with...'

#### REMY

Bought a Hyper Real Glow palette and a 159 Brush to create super radiant skin.

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#### JANINE

Came in to learn how to create a bold brow and is purchasing eye brows styler & eye brows big boost fibre gel.

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#### DREW

Wants a healthy matte skin and purchased Studio Fix Mattifine 12-hour Shine Control Primer, Studio Fix 24-hr Smooth Wear Concealer and a 270 Brush.

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WHICH SAMPLE SHOULD BE GIVEN TO EACH CUSTOMER ABOVE?



M·A·CSTACK MASCARA



FIX+ MAGIC RADIANCE



STROBE CREAM



## NOTES

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

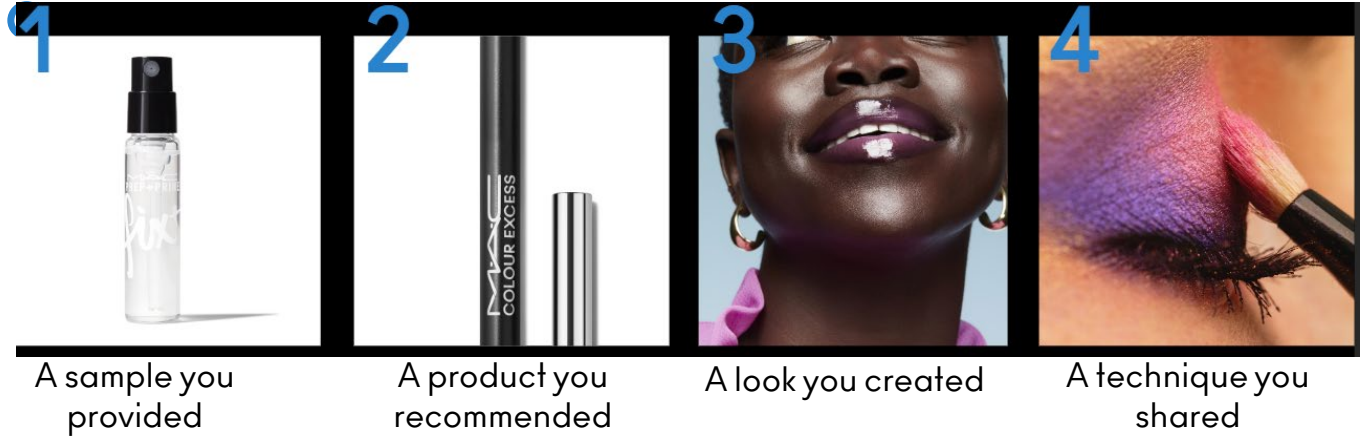
# STAY IN TOUCH

## 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



### 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.

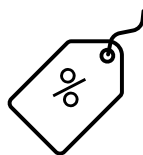


"Hey! It's been a few months since you purchased M·A·C Stack. Just checking to see how you're liking it and if you'd like to replenish."

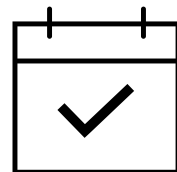
### SHARE RELEVANT NEWNESS...



NEW PRODUCTS



PROMOTIONS



SPECIAL EVENTS

# STEP 5: STAY IN TOUCH

## M·A·C VALUES

### IN-CLASSROOM DISCUSSION



FOLLOW-UP

REMIND  
THEM TO  
REPLENISH

SHARE  
RELEVANT  
NEWNESS

The intention of 'Stay in Touch', creating a LOVE MARK, building loyalty beyond reason exists in the M·A·C Experience as we focus on our M·A·C Values of Inclusivity, Respect and Empowerment.

What are some of the tips we discussed today that will help you introduce clienteling conversations and tools into each Step of the M·A·C Experience to build loyalty beyond reason?

STEP 1: CREATE A WELCOMING SPACE

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STEP 2: ASK, LISTEN, LEARN

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STEP 3: DEMO

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STEP 4: CLOSE THE SALE

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# YOUR PERSONALIZED JOURNEY

Add your favourite phrases from each step of the M·A·C Experience to complete your personalized M·A·C experience journey. This is what your journey could sound like from start to finish.

## CREATE A WELCOMING SPACE

WELCOME PHRASE:

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DISCOVER MISSION PHRASE:

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## DEMO PRODUCTS

PRODUCT STORYTELLING PHRASE:

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BUILD A LOOK TO BUILD A BASKET PHRASE:

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## ASK, LISTEN & LEARN

OPEN-ENDED, T-E-D & LIFESTYLE QUESTION:

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RECONNECT PHRASE:

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## CLOSE A SALE

ASK FOR THE SALE PHRASE:

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THANK YOU & ASK TO STAY IN TOUCH  
PHRASE:

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## STAY IN TOUCH

FOLLOW-UP MESSAGE TO STAY IN TOUCH:

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