



HOLIDAY NEW HIRE ORIENTATION

M·A·C TRAINING AGENDA

- INTRODUCTION & OBJECTIVES
- ICEBREAKER
- M.A.C THE BRAND
- M.A.C HEROES
- FOUNDATION MATCHING
- INTRO TO HOLIDAY
- M.A.C EXPERIENCE OVERVIEW
- CREATE A WELCOMING SPACE
- BUILDING THE BASKET WITH HOLIDAY & HEROES
- CLOSE THE SALE
- WRAP UP

HISTORY



1984

Frank Toskan and Frank Angelo create M·A·C Cosmetics in Toronto. Frank Toskan, a makeup artist and photographer, and Franck Angelo, a hair salon owner, recognized the need for products that would serve the needs of the professional makeup artist. The first M·A·C collection launches with 30 Eye Shadows, Lipsticks and coordinated Polishes.

1986

Supermodel Linda Evangelista publicly praises Spice Lip Pencil creating a buzz in the fashion scene and initiating a bevy of celebrity endorsements for the company's cutting-edge products.

1990

Madonna catapults Russian Red Lipstick into fame – and legend by wearing it on her international Blonde Ambition tour.

1996

Estee Lauder Companies recognizes M·A·C's unique potential and add it to the ELC family.

1998

M·A·C opens its first M·A·C PRO on 5th Avenue, NY, New York.



M·A·C EXPERIENCE

OUR BRAND VALUES



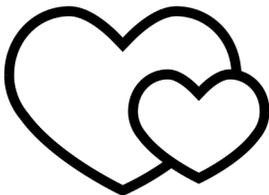
INCLUSIVITY at M·A·C means, but is not limited to:

- 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

LOYALTY IS ROYALTY: CLIENTELING



At M·A·C , we want you to be Customer-obsessed.

All Customers must feel the inclusivity of our brand. You bring M·A·C and our values to life for them. Your connection with your Customer is paramount. When you make a genuine connection through the M·A·C Experience, a Customer will feel positive emotions about you and the brand. They will develop trust.

A meaningful connection builds trust, and Customers become loyal.

Loyalty is royalty.

Loyalty drives repeat purchase, future sales and traffic through an elevated experience. We need to treat Customers at M·A·C like royalty so they become loyal.



M·A·C LOVER



On average, loyal Customers are worth up to 10 times as much as their first purchase.

On average 70% of our Customers shop only one time a year at M·A·C.

Our loyal/repeat Customers who return more than once a year will spend 2.8x more every year than our single-visit Customers in our FSS.

Inviting your Customers to be a part of your location's loyalty & clienteling program opens the door to many Customer benefits and resources. Most important for you, it ensures repeat business.

What are some of the customer benefits of being a client at your location?

VIVA GLAM HAS RAISED MORE THAN

\$500,000,000

\$200,000,000

100% of the selling price of VIVA GLAM lipstick is donated to local organizations fighting for healthy futures and equal rights for women and girls, the LGBTQIA+ community and those living with and affected by HIV/AIDS.

VIVA GLAM: A PHILANTHROPIC PIONEER

LET'S BREAK IT DOWN: When you spend \$29 CAD on a VIVA GLAM Lipstick, we donate \$29 CAD to support women and girls, the LGBTQIA+ community and people living with or affected by HIV/AIDS. There's no catch. It's just pure giving back.

In 2022, we donated over \$250,000 CAD to 16 organizations across Canada supporting the needs and rights of those living with and affected by HIV/AIDS, the safety of the LGBTQIA+ community, and educational programs for Indigenous youth. In 2023, we donated over \$300,000 CAD to 18 organizations.

OUR MISSION TODAY SUPPORTS HEALTHY FUTURES AND EQUAL RIGHTS FOR ALL.

OUR VALUE
PILLARS
HARNESS
OUR
LEGACY OF
BRAVERY
AND OUR
HERITAGE OF
PURPOSEFUL
BRAND

SUPPORTING
EQUAL
RIGHTS



The safety and empowerment of the LGBTQIA+ community

Equal opportunity and access to education in Canada

CHARITY PARTNERS:
• INDSPIRE:
INDIGENOUS
STUDENTS
• RAINBOW RAILROAD
• FRIENDS OF RUBY

FIGHTING
HIV/AIDS



Transform lives and health care through compassion and social justice

Fight stigma and discrimination

CHARITY PARTNERS:
• AIDS COMMITTEE OF TORONTO
• BRUCE HOUSE
• CASEY HOUSE FOUNDATION
• MAISON DU PARC
• TORONTO PEOPLE WITH AIDS FOUNDATION

PROMOTING
HEALTHY
FUTURES



Mental health services, addiction support, and supportive housing for All Ages. All Races. All Genders.
Fight to End Homelessness and Hunger in Canada

CHARITY PARTNERS:
• A LOVING SPOONFUL
• FRED VICTOR
• LOFT COMMUNITY SERVICES

M·A·C HEROES



LIP COLOUR



EYE SHADOW



MASCARA



FIX+



HYPER REAL
SERUMIZER



STUDIO FIX FLUID &
STUDIO FIX POWDER
FOUNDATION



STUDIO RADIANCE
FOUNDATION

SHADE MATCHING STEPS

1 PERFORM SHADE ANALYSIS

2 COLLABORATE ON 3 SHADES, THEN SWATCH

3 CONFIRM THEIR CHOICE



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

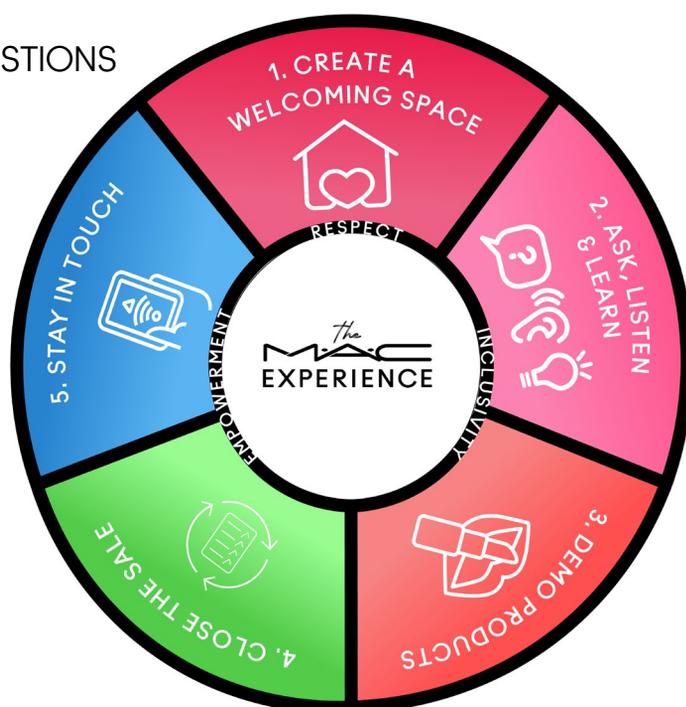
TOP TIPS:

- 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



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:

DISCOVER MISSION PHRASE:

DEMO PRODUCTS

PRODUCT STORYTELLING PHRASE:

BUILD A LOOK TO BUILD A BASKET PHRASE:

STAY IN TOUCH

FOLLOW-UP MESSAGE TO STAY IN TOUCH:

ASK, LISTEN & LEARN

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

RECONNECT PHRASE:

CLOSE A SALE

ASK FOR THE SALE PHRASE:

THANK YOU & ASK TO STAY IN TOUCH PHRASE:

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?

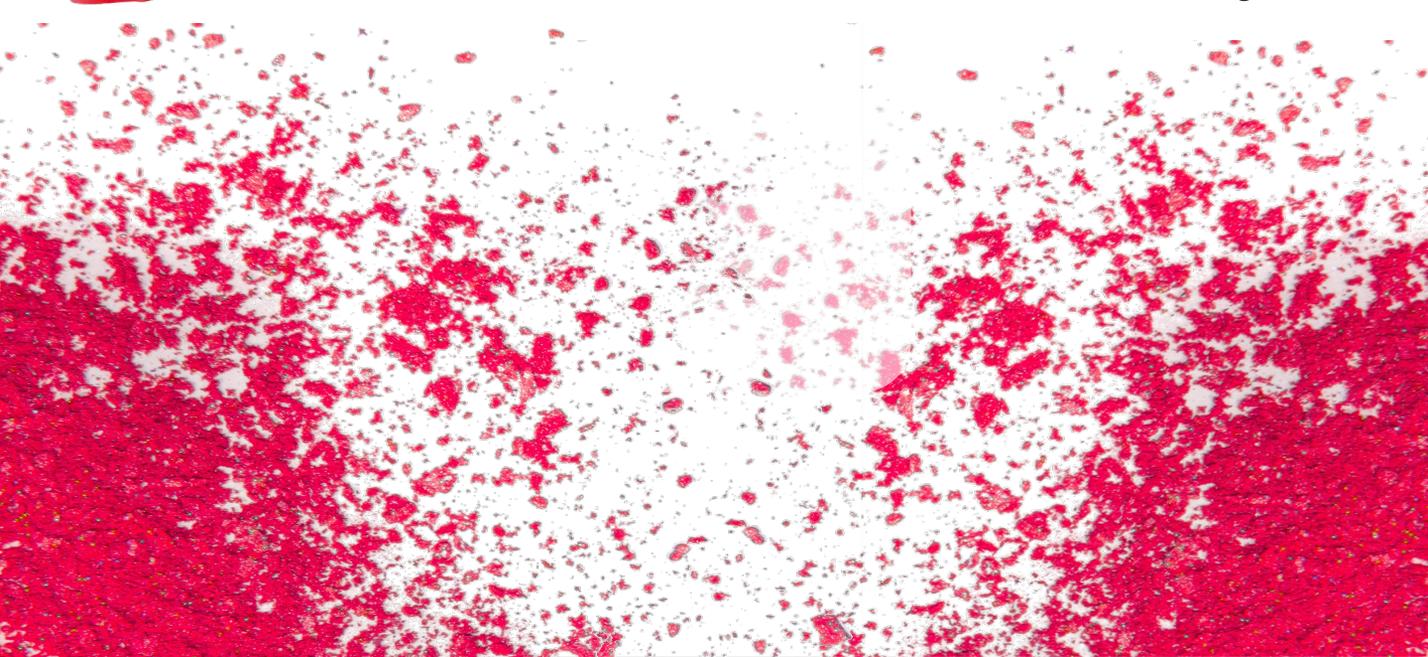
CREATE A WELCOMING SPACE

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.



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?"



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."*

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.



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?

3 PHRASES TO BUILD THE BASKET HOLIDAY EDITION



WORKS BEST WITH...



YOU MAY ALSO LIKE...



LET'S FINISH THE LOOK...



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?

M·A·C BIZARRE BLIZZARD BASH

ACTION ITEMS TO COMPLETE IN STORE

DISCOVER
CUSTOMER'S
MISSION TO
UNDERSTAND
WHO THEY ARE
SHOPPING FOR

INTRODUCE
M·A·C BIZARRE
BLIZZARD
COLOUR AND
KITS TO EACH
CUSTOMER.

USE THE THREE
PHRASES TO BUILD THE
BASKET TO CROSS-SELL
HEROES & HOLIDAY

*WORKS BEST WITH...
YOU MIGHT ALSO LIKE...
LET'S FINISH THE LOOK...*



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_____.

