



VIRTUAL BASIC TRAINING

ATTENDEE WORKBOOK

AUTUMN/WINTER
2022



WELCOME TO THE M·A·C FAMILY!

We are pleased and excited to welcome you to M·A·C and to continue your learning journey by inviting you to your.....

M·A·C VIRTUAL BASIC TRAINING

VBT LEARNING JOURNEY : ARTISTS TO ATTEND ALL 4 SESSIONS

SESSIONS	AGENDA
Session 1	INTRODUCTION TO M·A·C EDUCATION TOOLS M·A·C SERVICE EXPERIENCE: <i>YOU HAD ME AT HELLO, MULTIPLE CUSTOMERS</i> HERO DISCOVERY: <i>LIPSTICK</i>
Session 2	M·A·C SERVICE EXPERIENCE: <i>CO-CREATION AND MAC-GIC</i> SKIN, SKIN CARE + PRIMERS HERO DISCOVERY - <i>FIX+ (ORIGINAL, MAGIC RADIANCE, MATTE)</i>
Session 3	M·A·C SERVICE EXPERIENCE: <i>WOW IN 15</i> COLOUR AND MAKEUP THEORY FACE HERO DISCOVERY: <i>STUDIO FIX</i> HIGHLIGHT AND CONTOUR
Session 4	M·A·C SERVICE EXPERIENCE: <i>YOU KEPT ME AT GOODBYE, CLOSING THE SALE, 2-2-2 FOLLOW UP</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/or Artist Portfolio)
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 to explore in advance.

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 (a Counter Copy of Artist Portfolio if available)
5. Have a pen, and paper ready for note-taking



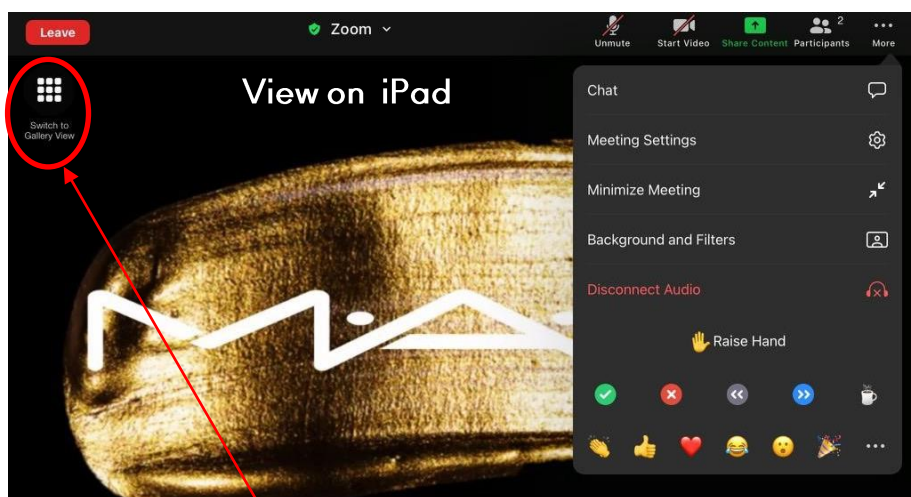
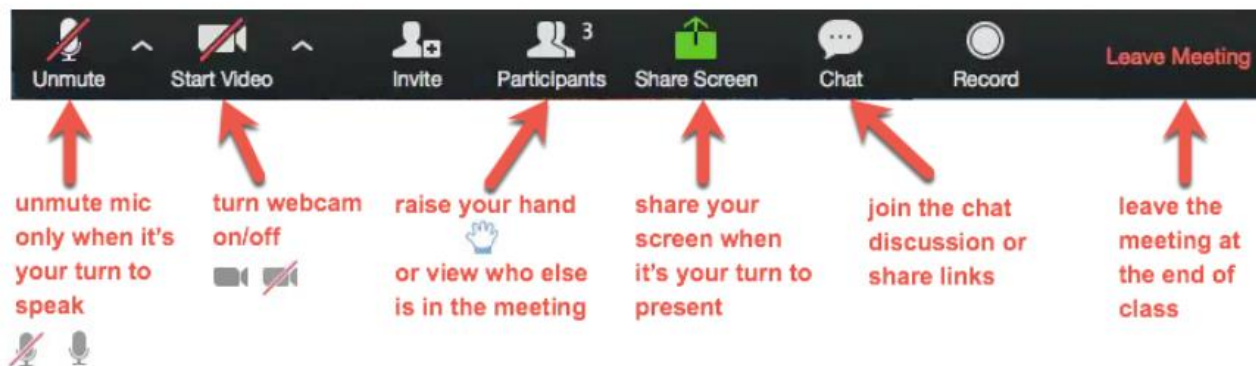
Phone dial in #'s if needed:
+1 587 328 1099 Canada
+1 647 374 4685 Canada
+1 647 558 0588 Canada
+1 778 907 2071 Canada
+1 204 272 7920 Canada
+1 438 809 7799 Canada

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.

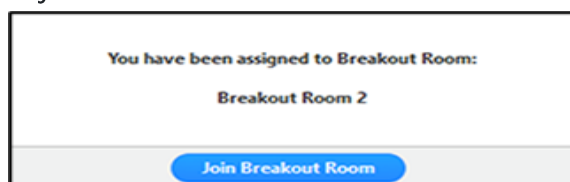
When asked to Annotate from iPad, just tap on the presentation for a  to appear on the screen. Tap the pen icon for the full menu options.

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 SERVICE EXPERIENCE, HERO DISCOVERY

PREPARE AND BRING TO THE SESSION:

MATERIALS	PRODUCTS/SAMPLES TO BRING TO SESSION	
COUNTER COPY OF ARTIST PORTFOLIO/ATTENDEE WORKBOOK PEN/PENCIL	LIP FORMULAS: Lustreglass Lipstick, Frost Lipstick, Amplified Crème Lipstick, Love Me Lipstick, Love Me Liquid, Matte Lipstick, Retro Matte Lipstick, Retro Matte Liquid Lipstick, Powder Kiss Lipstick, Powder Kiss Liquid Lipstick (IF POSSIBLE, SELECT SIMILAR SHADES. EX: ALL REDS OR ALL PEACH TONES)	
AGENDA		TIME
WELCOME		15 MINUTES
INTRODUCTION TO M.A.C		35 MINUTES
• M.A.C HISTORY & CULTURE : VALUES + PRINCIPLES, VIVA GLAM, BACK TO M.A.C, LOYALTY, ANIMAL TESTING, MAC ARTIST ROLE		
DIGITAL EDUCATION TOOLS		5 MINUTES
BREAK		5 MINUTES
SPECIAL GUEST		10 MINUTES
INTRODUCTION TO M.A.C SERVICE EXPERIENCE		40 MINUTES
M.A.C SERVICE EXPERIENCE: YOU HAD ME AT HELLO ,MULTIPLE CUSTOMERS		
HERO DISCOVERY: LIPSTICK		35 MINUTES
CONCLUSION		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. _____ _____ _____ _____ _____	15 MINUTES
2. PRACTICE – ON THE NEXT PAGE, WRITE DOWN AN EXAMPLE OF HOW YOU WOULD USE THE SERVICE AGREEMENT WHEN IT IS BUSY AND YOU ARE ALONE ON COUNTER. WHAT WOULD YOU SAY? SAY IT OUT LOUD.	

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)



NOTES



M•A•C SERVICE EXPERIENCE MULTIPLE CUSTOMERS

BASICS OF MULTITASKING

- WELCOME/NAME EXCHANGE
- INVESTIGATION
- USE SERVICE AGREEMENT:
 - AFTER WELCOME / NAME EXCHANGE INFORM YOUR CUSTOMER THAT YOU ARE CURRENTLY ALONE AND WILL NEED TO WELCOME ADDITIONAL CUSTOMERS.
 - OFFER A REALISTIC TIME FRAME, AFTER INVESTIGATING AND UNDERSTANDING THEIR SERVICE NEEDS.
 - WHEN STEPPING AWAY PROVIDE YOUR CUSTOMER WITH OPTIONS WHILE THEY WAIT.
- STEPPING AWAY FROM YOUR CURRENT CUSTOMER WHEN NEEDED AND GIVE THEM SOMETHING TO DO
- WELCOMING AND IDENTIFYING NEW CUSTOMERS NEEDS AND DESIRED EXPERIENCES
- PROVIDE OPTIONS TO YOUR NEW CUSTOMER
- STEP AWAY TO RETURN TO YOUR ORIGINAL CUSTOMER TO COMPLETE THEIR EXPERIENCE
- RECONNECT WITH NEW CUSTOMER TO CONTINUE THEIR EXPERIENCE

WRITE DOWN AN EXAMPLE OF A SERVICE AGREEMENT YOU WOULD USE WHEN IT IS BUSY AND YOU ARE ALONE ON COUNTER.

FOR MORE TIPS ON HANDLING MULTIPLE CUSTOMERS, VISIT MMX AND WATCH THE AMP IT UP RECORDING ON 'THE ART OF MULTITASKING'

'GO WATCH' > NORTH AMERICA > CANADA > SCROLL ALONG TOP TO 'SERVICE'

M·A·C’s Hero Products are comprised of our best selling and most loved products. At M·A·C we don’t identify our Hero Products, our Customers do. The below products are M·A·C North America’s Heroes.



Circle your favourite Hero above and write down a Hero you want to try!



SESSION 2: M·A·C SERVICE EXPERIENCE, SKIN, HERO DISCOVERY

PRE-WORK FOR SESSION 2	TIME
MMX FUNDAMENTALS COURSE: POWER OF 3 VISIT MACCOSMETICS.CA, LOOK UP FIX+ AND COMPARE FORMULAS USING THE FIX+ GUIDE	10 MINUTES

PREPARE AND BRING TO THE SESSION:		
MATERIALS	PRODUCTS OR PRE-DRAMMED SAMPLES TO BRING TO SESSION	
ARTIST PORTFOLIO/ATTENDEE WORKBOOK PEN/PENCIL	SKIN CARE PRODUCTS MINERALIZE VOLCANIC ASH EXFOLIATOR MINERALIZE TIMECHECK LOTION STROBE CREAM (ANY ONE SHADE) CLEANSE OFF OIL STUDIO MOISTURE CREAM GENTLY OFF EYE & LIP REMOVER COMPLETE COMFORT CREAM GENTLY OFF WIPES	PREP + PRIME PRODUCTS: NATURAL RADIANCE MOISTURE INFUSION 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	15 MINUTES
M·A·C SERVICE EXPERIENCE:	60 MINUTES
<i>CO-CREATION: OPEN-ENDED (TED) QUESTIONS, ACTIVE LISTENING, OVERCOMING OBJECTIONS. MAC-GIC: PRODUCT POETRY, POWER OF 3, BUILDING THE BASKET</i>	
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. COMPETE THE 'COMMON SKIN CONCERNS' WORKSHEETS FOR SKIN CARE AND PRIMERS FOUND IN THIS WORKBOOK. FOR PRODUCT KNOWLEDGE SUPPORT - GO TO MMX 'TOOLS' SECTION AND DOWNLOAD THE 'ARTISTS GUIDE_SKIN + SKINCARE'.	20 MINUTES
2. ON THE NEXT PAGE, 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!

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COMMON SKIN CONCERNS SKINCARE WORKSHEET



APPENDIX B.3

OILY



SKINCARE RECOMMENDATION:

POWER OF 3:

DRY



SKINCARE RECOMMENDATION:

POWER OF 3:

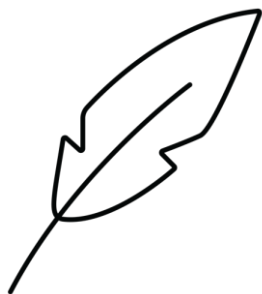
DEHYDRATED



SKINCARE RECOMMENDATION:

POWER OF 3:

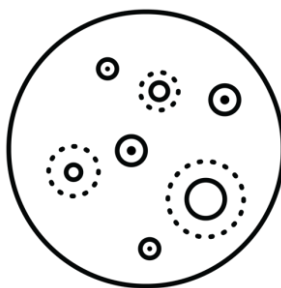
SENSITIVE



SKINCARE RECOMMENDATION:

POWER OF 3:

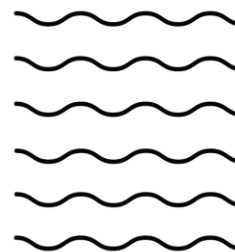
ACNE-PRONE



SKINCARE RECOMMENDATION:

POWER OF 3:

TEXTURE



SKINCARE RECOMMENDATION:

POWER OF 3:

COMMON SKIN CONCERNS PREP + PRIME WORKSHEET



APPENDIX B.3

OILY



PREP + PRIME
RECOMMENDATION:

POWER OF 3:

DRY



PREP + PRIME
RECOMMENDATION:

POWER OF 3:

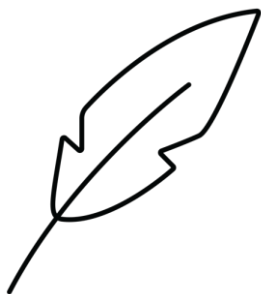
DEHYDRATED



PREP + PRIME
RECOMMENDATION:

POWER OF 3:

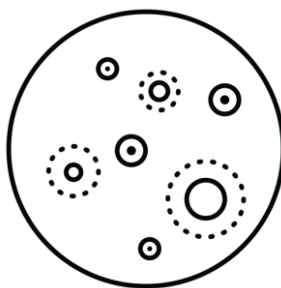
SENSITIVE



PREP + PRIME
RECOMMENDATION:

POWER OF 3:

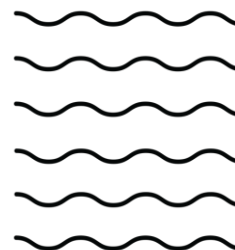
ACNE-PRONE



PREP + PRIME
RECOMMENDATION:

POWER OF 3:

TEXTURE



PREP + PRIME
RECOMMENDATION:

POWER OF 3:



POWER OF 3

3 WAYS TO POWER OF 3

WORKS BEST WITH...

Shows the Customer how a product can perform at it's best

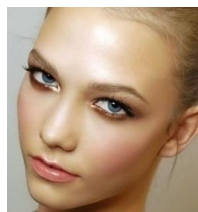


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LET'S FINISH THE LOOK...

Adding additional products to finish the Customer's look.

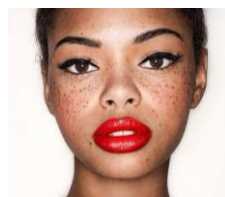


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YOU MIGHT ALSO LIKE...

Showing a Customer more based on their interests or what they already love.



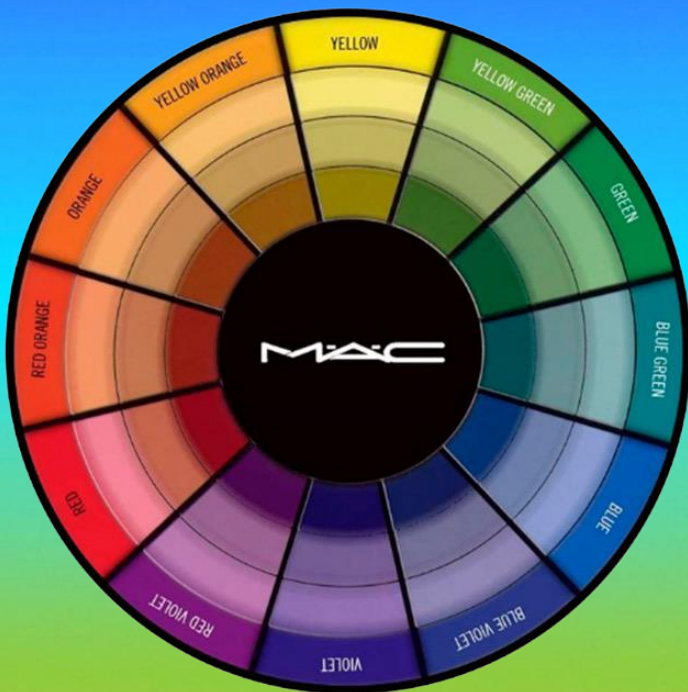
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SESSION 3: M·A·C SERVICE EXPERIENCE, FACE, HERO DISCOVERY

PRE- WORK FOR SESSION 3		TIME
MMX FUNDAMENTALS COURSE: COLOUR THEORY WHILE REVIEWING COLOUR THEORY ON NEXT PAGE 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)	
COUNTER COPY OF ARTIST PORTFOLIO/ATTENDEE WORKBOOK PEN/PENCIL	STUDIO FIX FLUID SPF 15 FOUNDATION STUDIO FIX POWDER PLUS FOUNDATION STUDIO SCULPT SPF 15 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 STUDIO FINISH SPF 35 CONCEALER MINERALIZE SKINFINISH	
AGENDA		TIME
WELCOME AND OPENING EXPERIENCE		5 MINUTES
REVIEW GAME		10 MINUTES
M·A·C SERVICE EXPERIENCE: <i>WOW IN 15</i>		30 MINUTES
COLOUR THEORY AND MAKEUP THEORY		15 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>		20 MINUTES
HIGHLIGHT AND CONTOUR		15 MINUTES
CONCLUSION		5 MINUTES
REFLECTION AFTER SESSION		TIME
1. REVIEW AND COMPLETE THE WORKSHEETS IN THIS WORKBOOK CALLED 'DECODE-THE-CODE: FOUNDATION MATCHING' AND 'SHADE MATCHING PRACTICE. TRY SHADE MATCHING YOURSELF WITH DIFFERENT FORMULAS, WHAT DO YOU DISCOVER? SHARE THIS WITH YOUR MANAGER OR COWORKER.		15 MINUTES
2. COMPLETE THE COLOUR THEORY AND MAKEUP THEORY WORKSHEETS FOUND IN THIS WORKBOOK		
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!		



THE COLOUR WHEEL CAN BE DIVIDED INTO 3 SEPARATE SECTIONS:

NEUTRAL: The colour wheel is split down the middle and the "neutral" dividing line runs directly through YELLOW and VIOLET.

COOL: YELLOW - GREEN - BLUE - VIOLET follow in sequence throughout the cool spectrum of the wheel.

WARM: YELLOW - ORANGE - RED - VIOLET follow in sequence throughout the warm spectrum of the wheel.

COLOUR BASICS

PRIMARY COLOURS are colours that cannot be created by mixing other colours.
These colours are RED - BLUE - YELLOW.

SECONDARY COLOURS are created by mixing equal parts of two primary colours.

For example

● + ● = ● (Red + Yellow = Orange)

TERTIARY COLOURS are created by mixing a primary and a secondary colour together.

● + ● = ● (Red + Orange = Red-Orange)

COLOUR COMBINATIONS



MONOCHROMATIC

Mono means one, chroma means colour, so monochromatic means one colour with variation of lightness or darkness.
Examples: RED + WHITE = PINK, RED + BLACK = BURGUNDY



ANALOGOUS

Combinations of colours that lie next to each other on a colour wheel are described as analogous.
Examples: RED, RED-ORANGE, ORANGE



TRIADIC

A combination of three colours that are equal distances apart on the colour wheel is called triadic.
Examples: GREEN, PURPLE, ORANGE



COMPLEMENTARY

2 colours which are directly opposite each other on the colour wheel are complementary.
Examples: ORANGE, BLUE | YELLOW, VIOLET | GREEN, RED

When complementary colours are layered, they tend to neutralize each other.
When complementary colours are next to each other, they intensify each other.

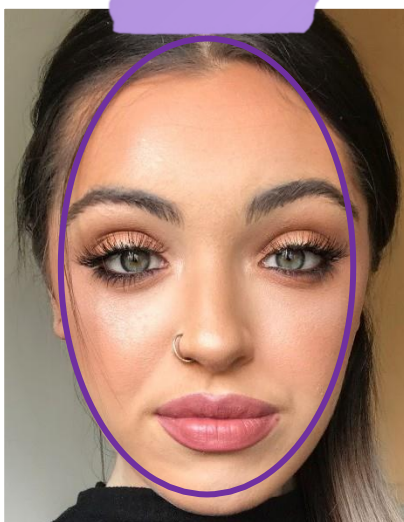


FACE SHAPES

The OVAL face shape is the most balanced of all the different face shapes.

Use this shape as your benchmark when trying to balance any of the other primary face shapes.

OVAL



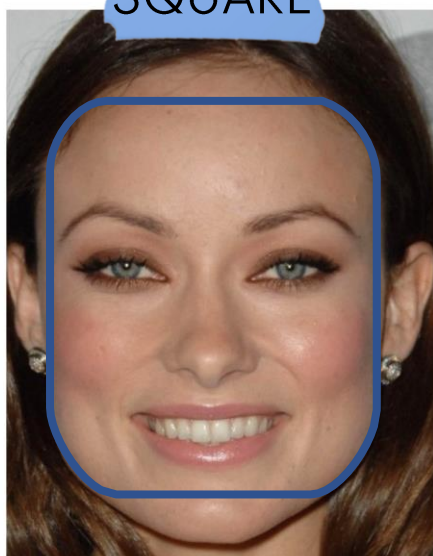
OVAL CHARACTERISTICS

- Longer than it is wide
- Jaw is narrower than the cheekbones

TIPS TO BALANCE

- Contour the low points of the face to enhance the natural shape
- Highlight the high points to bring them forward

SQUARE



SQUARE CHARACTERISTICS

- Wider through the hairline and jawline

TIPS TO BALANCE

- Contour in the corners of the hairline to minimize forehead area
- Contour on the jawline to minimize and round out chin area
- Contour diagonally on the cheekbone to create a softer curve to the face

ROUND



ROUND CHARACTERISTICS

- Wide hairline and fullness below the cheekbones

TIPS TO BALANCE

- Contour vertically through the sides of the cheek close to the ear to narrow the face and create length

HEART



HEART CHARACTERISTICS

- Wider forehead and narrower chin

TIPS TO BALANCE

- Contour the corner of the hairline down through the temples to minimize
- Contour below the cheekbones to narrow the face
- Contour the tip of the chin to minimize and round out the chin area

DECODE THE CODE: FOUNDATION MATCHING

1. The M·A·C foundation range can run anywhere from 5-65. With this many choices it is important to learn how to identify the depth of your Customer's skin.

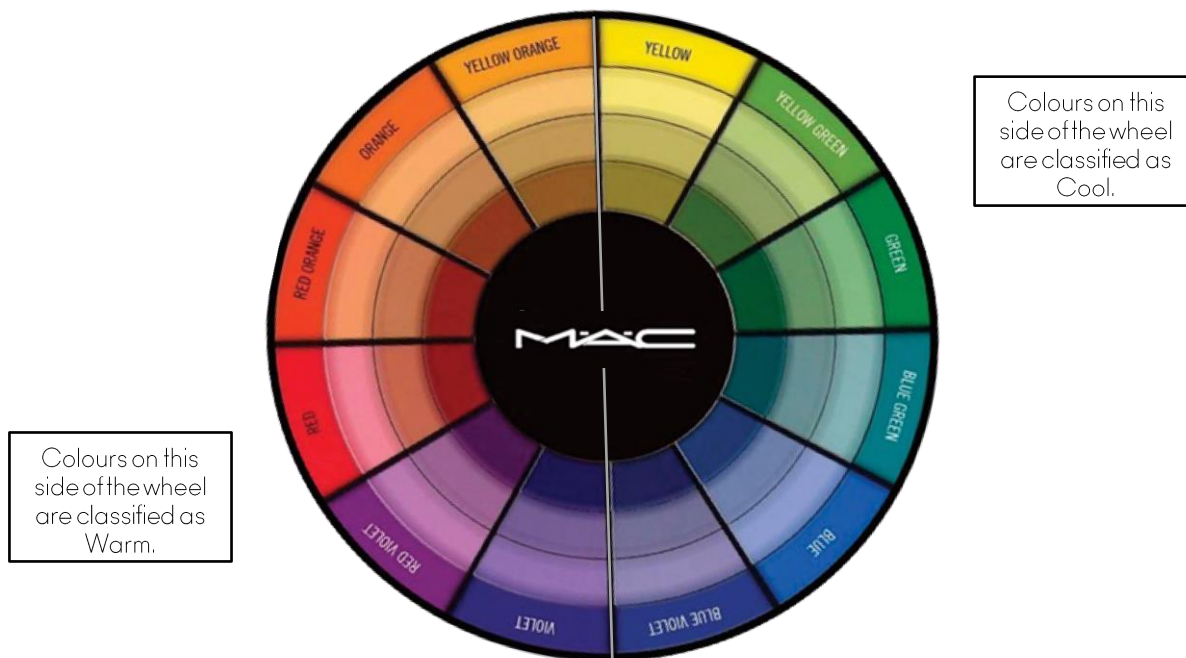
- The number indicates how dark the shade is. The higher the number, the darker the shade.
- As a general starting place think of the following skin tone groupings:
 - Light: 5-25
 - Medium: 30-40
 - Dark: 45-65
- Once you've identified a general range of shades, select 2-3 foundation shades to begin matching.
- The aim of a foundation match is not to select the shade perfectly the first time, rather to choose a few different options and select the perfect shade once you've swatched them on your Customer.
- As always, co-creation is imperative to a successful foundation match. Bring your Customer along throughout the process to ensure success.





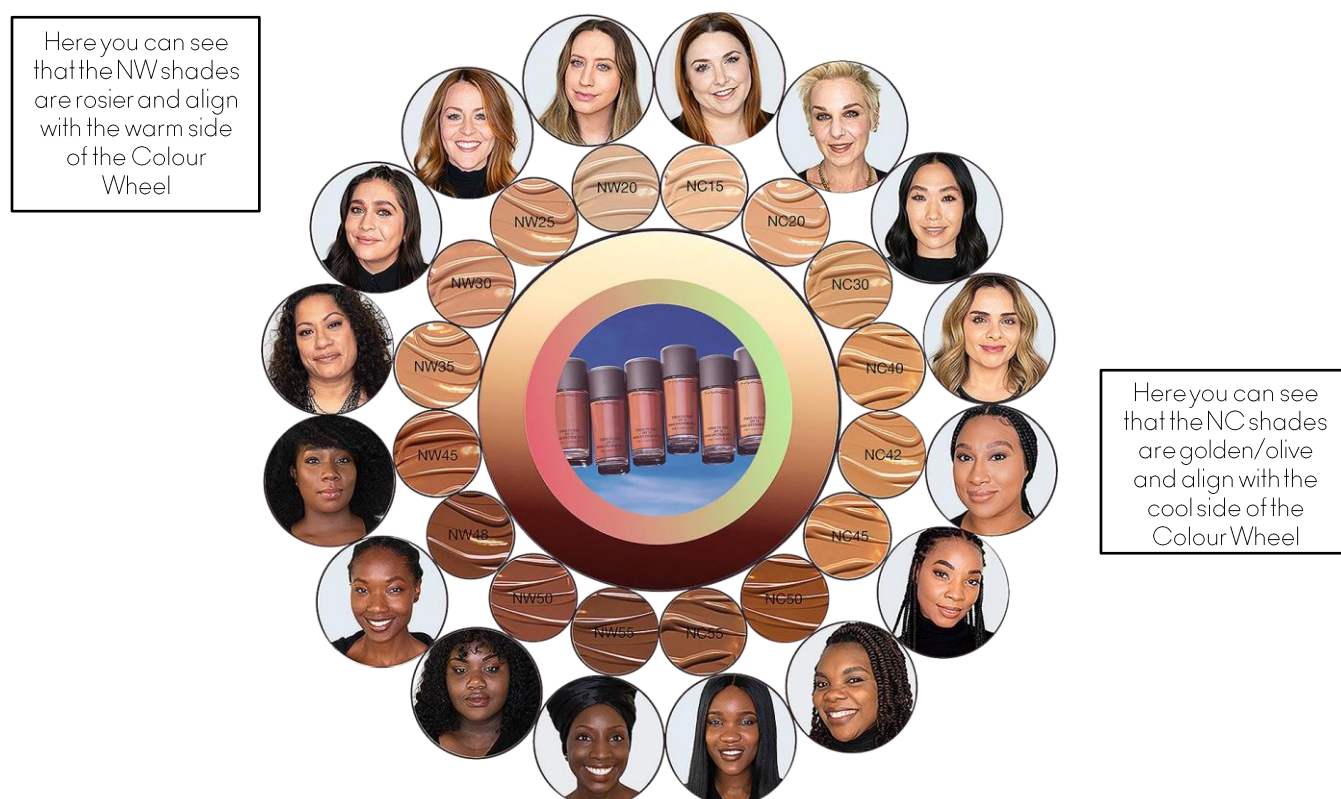
2. What Defines Warm and Cool When Matching Foundation?

- M·A·C uses the Artist Colour Wheel to formulate all foundation colours



3. NC and NW are derived from the Colour Wheel

- NC stands for Neutral Cool, and NW stands for Neutral Warm
- How do I identify what undertone my Customer has?





HIGHLIGHTING & CONTOURING

Highlighting and contouring is more than just a beauty trend. It is a commonly used art technique to make 2 dimensional drawings look like 3 dimensional objects.

The theory is simple. Light enhances an area or pulls it forward; shadows diminish an area or push it back. When we apply these theories to makeup application, we're able to enhance or gently reshape the natural bone structure of the face, as shown in the diagram below.



NOTES

[illegible]



4. Here are some key factors in selecting the correct undertone:

- NW:
 - Rosiness peaking through the skin around the cheeks, nose, and neck
 - Natural pigmentation like freckling
 - Peachiness to the skin tone
 - When exposed to sun the skin tends to burn or become very rosy
- NC:
 - Golden all over
 - Very little pink or rosy tones in the skin
 - When exposed to the sun the skin becomes golden tan

PRACTICE YOUR SKILL DECODE THE CODE: FOUNDATION MATCHING

Below there are 2 images of models with similar skin tones but different undertones. Use your new undertone knowledge to identify the undertone of each model.



1. What undertone did you choose for the model on the left?

2. What key factors caused you to make this decision?

3. What undertone did you choose for the model on the right?

4. What key factors caused you to make this decision?

5. How would you communicate these Customer's skin tone to them?

DECODE THE CODE : FOUNDATION MATCHING

5. Communication of skin tone:

- Language to use:
 - NW: Rosy/Warm
 - NC: Golden/Olive/Cool
- Language to avoid:
 - NW: Red/Blotchy/Rosacea
 - NC: Yellow/Sallow

PRACTICE YOUR SKILL
DECODE THE CODE: FOUNDATION MATCHING

Below there are 2 images of models with similar skin tones but different undertones. Use your new undertone knowledge to identify the undertone of each model.



1. What undertone did you choose for the model on the left?

2. What key factors caused you to make this decision?

3. What undertone did you choose for the model on the right?

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5. How would you communicate these Customer's skin tone to them?

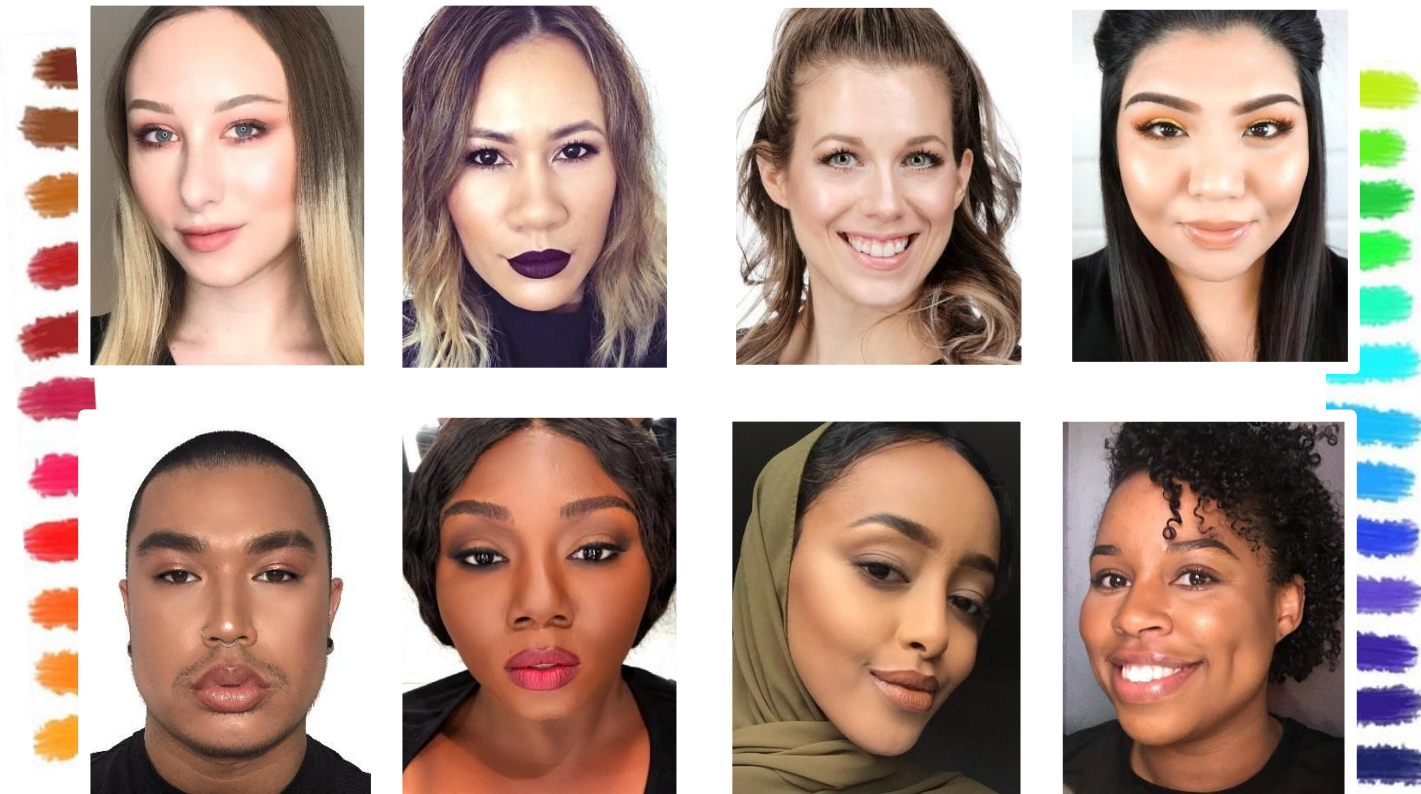


SHADE MATCHING PRACTICE

Now you'll get to practice finding your perfect foundation shade! Use the images below as a guide to determine your skin's undertone.

WARM (ROSEY)

COOL (GOLDEN)



If you're a warm undertone...
Select 3 NW shades of Studio Fix that are close in depth to your natural skin tone.

If you're a cool undertone...
Select 3 NC shades of Studio Fix that are close in depth to your natural skin tone.

Swatch these shades along your cheek, over your jawline and slightly on to your neck to see how it reads on different parts of your face. What Studio Fix shade are you?

Try swatching the same shade number in the opposite undertone. If you swatched an NC30, try an NW30. Describe how this undertone reads against your skin.

SHADE MATCH CHALLENGE!

Test your shade matching skills by doing a foundation match for another Artist with a different skin tone.



COLOUR THEORY

ANALOGOUS



What are the primary colours?

1.

2.

3.

What do you know about primary colours?

What are secondary colours?

What happens when a colour is placed next to its complement?

What is a monochromatic colour combination? Give examples with M·A·C eye shadows?

1.

2.

3.

MONOCHROMATIC



COMPLEMENTARY

What are analogous colour combinations? Give examples with M·A·C eye shadows?

1.

2.

3.

Name a triadic colour combination.

1.

2.

3.

TRIADIC



What principles in colour theory are important in makeup artistry? Why?

BEAUTY MAKEUP THEORY



Here are 4 popular styles of beauty makeup you can create for your Customers.



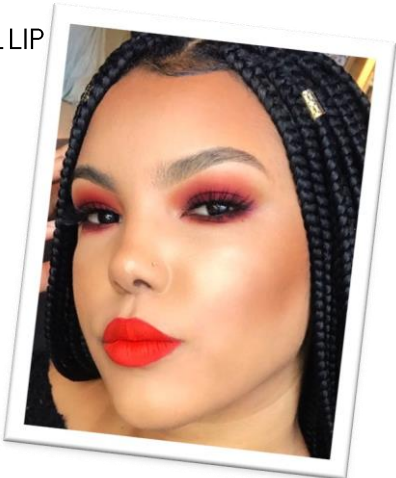
NEUTRAL EYE / NEUTRAL LIP



NEUTRAL EYE / BOLD LIP



BOLD EYE / NEUTRAL LIP



BOLD EYE / BOLD LIP

For each look below, suggest either BOLD or NEUTRAL for the feature behind the black bar to complete the look.

CIRCLE ONE:
Bold or Neutral? Why?



CIRCLE ONE:
Bold or Neutral? Why?



CIRCLE ONE:
Bold or Neutral? Why?





SESSION 4: M·A·C SERVICE EXPERIENCE, EYES, HERO DISCOVERY

PRE-WORK FOR SESSION 4	TIME
MMX FUNDAMENTALS COURSE: TELEPHONE TIPS MMX FUNDAMENTALS COURSE: EYE SHAPES AT HOME, TRY THE BROW SHAPES EXERCISE IN THIS WORKBOOK (OPTIONAL)	15 MINUTES

BRING TO THE SESSION	
MATERIALS	PRODUCT TESTERS TO HAVE ON HAND (+DISPOSABLE APPL)
COUNTER COPY OF ARTIST PORTFOLIO/ATTENDEE 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 M·A·C SERVICE EXPERIENCE: <i>YOU KEPT ME AT GOODBYE, CLOSING WITH CONFIDENCE AND LOYALTY FOLLOW UP</i>	15 MINUTES 30 MINUTES
BREAK	5 MINUTES
EYES: <i>EYE SHAPES, BROWS, EYE LINER/MASCARA /LASHES</i> HERO DISCOVERY: <i>EYESHADOWS</i> PRACTICE POURING HAPPINESS CONCLUSION	35 MINUTES 20 MINUTES 25 MINUTES 15 MINUTES 5 MINUTES

REFLECTION AFTER SESSION	TIME
COMMIT TO PROVIDING BEST IN CLASS SERVICE TO EVERY CUSTOMER THAT VISITS US AT M·A·C.	5 MIN AND ONGOING
WRITE DOWN 2 -3 NEW BEHAVIOURS YOU HAVE LEARNED THAT WILL HELP YOU TO ENHANCE THE M·A·C SERVICE EXPERIENCE FOR YOUR CUSTOMERS AND YOUR TEAM. SHARE THIS WITH YOUR MANAGER.	
MEASURE YOUR SUCCESS AS YOU STRETCH AND HONE YOUR SKILLS – SEE HOW YOUR EFFORTS IN MINDFULLY APPLYING NEW APPROACHES IS INFLUENCING YOUR CUSTOMER CONNECTIONS AND YOUR SALES RESULTS WEEK TO WEEK.	
EXPLORE ADDITIONAL COURSES AND VIDEOS AVAILABLE ON MMX TO CONTINUE YOUR LEARNING JOURNEY, LEARN ABOUT NEW PRODUCTS AND GROW YOUR SKILLS.	

NOTES

[illegible]

CLOSING WITH CONFIDENCE



RESTATE THEIR NEEDS

CONFIRM YOU'VE MET THEIR NEEDS

CLOSE CONFIDENTLY

CLOSING TECHNIQUES

THE
ASSUMPTIVE



- "I'LL WRAP UP YOUR PRODUCTS AND TAKE YOU TO THE REGISTER."
- "GREAT! I'LL PULL THAT FOR YOU NOW!"

THE EITHER THIS
OR THAT



- "WHICH OF THESE WILL YOU BE TAKING WITH YOU TODAY? I DO RECOMMEND TAKING ALL 3 ITEMS AS THEY WORK BEST WHEN USED TOGETHER."
- "THE #252 BRUSH OR #242 BRUSH WILL GIVE YOU A BEAUTIFUL RESULT, WHICH ONE SHOULD I GET FOR YOU?"

THE
RECOMMEND



- "I HIGHLY RECOMMEND THE P+P LIP PRIMER BASED ON WHAT YOU TOLD ME WITH YOUR LIPSTICK HAVING A TENDENCY TO BLEED. USED ALONG WITH THIS LIP LINER YOUR COLOUR WILL STAY ON FOR HOURS- SHALL I GET THEM BOTH FOR YOU?"
- "I HIGHLY RECOMMEND THIS FORMULA BASED ON WHAT YOU TOLD ME, IT WILL HELP CONTROL OIL ALL DAY"

THE
EXCLUSIVE
PRODUCT



- "I KNOW HOW MUCH YOU LOVED THIS HOLIDAY PALETTE. CAN I WRAP THIS UP FOR YOU TODAY? WITH THE LIMITED QUANTITIES I KNOW YOU DON'T WANT TO MISS OUT!"

EYE SHAPES

INTERNAL



APPENDIX B.5

ALMOND



CHARACTERISTICS

- Classic, well-balanced proportions.
- The outer corners of the eyes angle slightly upward.

TIPS TO BALANCE

- As this eye shape has classic proportions, any makeup application technique will enhance its shape.

PRACTICE



DESCENDING



CHARACTERISTICS

- The outer corners of the eyes angle slightly downward.

TIPS TO BALANCE

- To lift the outer corners of the eyes, apply mid-tone to dark shades in upward strokes on the outer corners.
- Avoid heavy eye liner on the outer corners of the lower lash lines to avoid dragging the eye downward.

PRACTICE



SHALLOW/SMOOTH



CHARACTERISTICS

- There is usually not a pronounced crease.
- The eyelids appear small relative to the remaining eye space.

TIPS TO BALANCE

- Blend eye liner along the outer half of the upper eyelid upwards with mid-tone to dark colours to create depth.
- Use smoky eye lining technique^s along the lower lash line.
- Apply pale, light reflective colours right under the brow bone to create dimension.

PRACTICE



DEEP-SET LIDS



CHARACTERISTICS

- There is a heavy crease that overshadows the eyelid.

TIPS TO BALANCE

- Highlight the inner eyelids with paler colours and light reflective textures to bring them forward.
- Apply matte mid-tone to dark colours to the crease to create the illusion of depth.
- Apply liner close to the lash line to avoid minimizing the eyelid

PRACTICE



PROMINENT LIDS



CHARACTERISTICS

- The top and bottom lids are very pronounced.

TIPS TO BALANCE

- Apply dark shades to help recede the eyelids.
- Apply light to mid-tone shades on the brow bone.
- Lining the waterline with a dark colour recedes a prominent eye.
- Smoky and dramatic eye lining techniques are ideal.

PRACTICE



DEEP-SET CREASE



CHARACTERISTICS

- The crease of the eye appears very recessed and can make the eye look hollow.

TIPS TO BALANCE

- Apply light, reflective shades in the crease to bring it forward.
- Apply mid-tone to dark shades directly above the crease to make the brow bone recede.
- If the eyelid is not prominent, use subtle eye lining techniques.
- If the eyelid is prominent, use smoky and dramatic eye lining techniques.

PRACTICE





EYE PROPORTIONS

WIDE-SET CHARACTERISTICS

The space between the eyes is larger than the width of one eye.



TIPS TO BALANCE

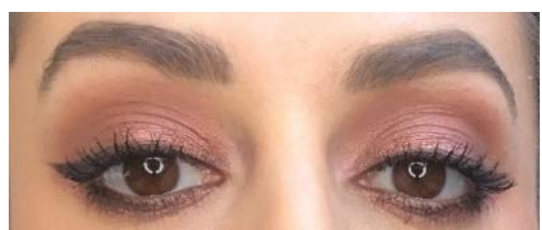
- To make the eyes appear closer together, apply a mid-tone to dark-coloured product to the inner corner of the eyelid.
- Apply eyeliner all the way to the inner corner of the eye.

PRACTICE



CLOSE-SET CHARACTERISTICS

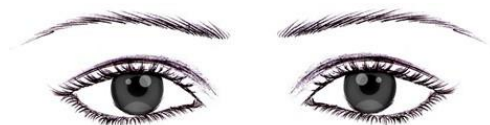
The space between the eyes is smaller than the width of one eye.



TIPS TO BALANCE

- Apply eye liner to the outer half of the eye only.
- Consider extending liner beyond the outer corner of the eyes.
- Create the illusion of more space between the eyes by using a light and reflective colour in the inner corner of the eye.
- Emphasize lashes on outer corners with mascara or lashes.

PRACTICE



SMALL CHARACTERISTICS

The eyes appear small in proportion to the rest of the face, horizontally and vertically.



TIPS TO BALANCE

- To create more vertical eye space, apply light and reflective products on the lid and inner corner of the eye.
- To create more horizontal eye space, apply a mid-tone to dark shadow to extend beyond the outer corner of the eyes.
- Make sure to blend out any hard lines which can make the eye appear smaller.
- Avoid applying dark-coloured pencils to the waterline.

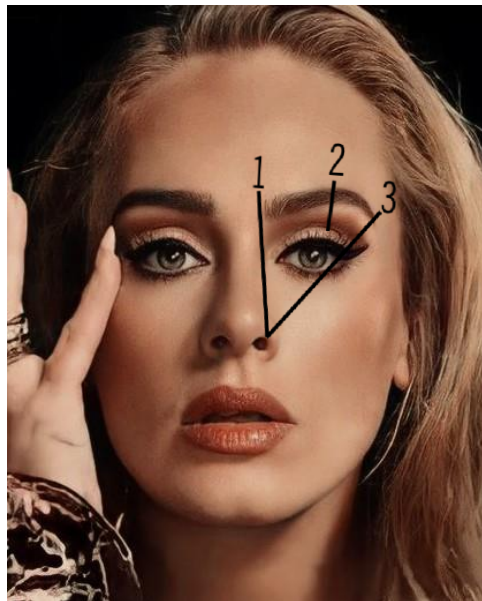
PRACTICE





BROWS

Below are tools to help you assess different brow shapes, then create balanced brows.



FOLLOW THESE STEPS TO CREATE A BALANCED BROW:

1. Drawing an imaginary line up from the outer fold of the nose indicates where the brow begins.
2. The outside of the iris determines the placement of the eyebrow arch.
3. The outer corner of the eye marks where the eyebrow ends.

T-O-S-S TECHNIQUE

TONE

Shade choice relative to hair colour

OPACITY

Level of transparency or coverage

SHAPE

Angled, Softly Angled, Straight, Round

SYMMETRY

How exactly similar the 2 brows are



BROW PRACTICE

Using your knowledge of Brow Shapes & Types and the Brow Product Chart, challenge yourself to see how different brow shapes impact your makeup look!

1. On 1 eye use the brow products you are comfortable with to create your normal brow shape.
2. On the other eye, use different brow products (maybe one you haven't tried yet) and create a brow shape that's different from your natural shape.




WHAT HAPPENED WHEN I TRIED 2 DIFFERENT BROW SHAPES:



SKILL CERTIFICATION

ARTIST SUMMARY

				
SKILLS CERTIFICATION FY23 / ARTIST SUMMARY				
ARTIST NAME:		EDUCATION NAME:		
LOCATION / REGION:		DATE OF CERTIFICATION:		
NON-NEGOTIABLES FOR ALL CERTIFICATIONS: <ul style="list-style-type: none"> • ARTIST MUST BE IN PROFESSIONAL M·A·C BLACK WITH CURRENT (TREND) MAKEUP. • ARTIST PROVIDES A WARM WELCOME WITH NAME EXCHANGE AND BUILDS LOYALTY, INCLUDING SHARING OMNI OFFERINGS. • ARTIST BUILDS TRUST BY ASKING OPEN-ENDED/YES/NO (TELL ME, EXPLAIN TO ME, DESCRIBE TO ME) QUESTIONS TO UNDERSTAND THE NEEDS OF THE CUSTOMER. • ARTIST EXPLAINS THE "WHY" BEHIND CUSTOMIZED PRODUCT OFFERINGS AND USES MIRROR TO DEMONSTRATE PERSONALIZED APPLICATION TIPS. • ARTIST WILL CLOSE THE SALE ENSURING SELECTED PRODUCTS MEET THE CUSTOMER'S NEEDS. 				
BASIC RETAIL ARTISTRY SERVICE				
SKILLS	DESCRIPTION	PREREQUISITES	IRL or VIRTUAL	DATE CERTIFIED
BOLD LIP - CREATE THE PERFECT POUT FOR A CUSTOMER	DEMONSTRATE ABILITY TO ARTFULLY APPLY AND TEACH A CUSTOMER ABOUT A BOLD LIP LOOK THAT ALIGNS WITH CUSTOMER'S NEEDS, SKILL AND LIP ATTRIBUTES. A MINIMUM OF 3 PRODUCTS MUST BE USED. MAXIMUM TIME 10 MINUTES.	COMPLETION OF BASIC TRAINING, SKILL CERTIFICATION PREPARATION VIDEOS, AND SELF ASSESSMENT USING ARTIST SKILL ASSESSMENT		
COMPLEXION - CREATE THE PERFECT SKIN LOOK FOR A CUSTOMER	DEMONSTRATE ABILITY TO ARTFULLY APPLY AND TEACH A CUSTOMER ABOUT SKIN AND COMPLEXION PRODUCTS THAT ALIGN WITH CUSTOMER'S NEEDS, SKILL AND SKIN GOALS. A MINIMUM OF 4 PRODUCTS MUST BE USED. MAXIMUM TIME 15 MINUTES	COMPLETION OF BASIC TRAINING, SKILL CERTIFICATION PREPARATION VIDEOS, AND SELF ASSESSMENT USING ARTIST SKILL ASSESSMENT		
HIGHLIGHT/CONTOUR/BLUSH - FINISH THE LOOK FROM A LIP OR COMPLEXION SERVICE	DEMONSTRATE ABILITY TO ARTFULLY BUILD ON THE BOLD LIP OR COMPLEXION LOOK BY CREATING A NATURAL SCULPT TO THE FACE INCLUDING BLUSH, HIGHLIGHT AND CONTOUR TO SUIT CUSTOMER'S NEEDS, SKILLS AND FACE SHAPE. MAXIMUM TIME 10 MIN	COMPLETION OF BASIC TRAINING, SKILL CERTIFICATION PREPARATION VIDEOS, AND SELF ASSESSMENT USING ARTIST SKILL ASSESSMENT		
BASIC RETAIL MAKEUP SERVICES				
COMPLETE EYE APPLICATION FOR A SERVICE APPOINTMENT	COMPLETE A FOCUS FEATURE EYE APPLICATION AND "FINISH THE LOOK". PRODUCT SELECTION AND APPLICATION MUST ALIGN WITH CUSTOMER'S NEEDS, EYE SHAPE AND END GOAL. APPLICATION MUST INCLUDE EYESHADOW, LIQUID LINER, MASCARA, FALSE LASH, BROW PRODUCTS. UTILIZE VTO TOOLS DURING THE INTERACTION IF APPLICABLE. ARTIST MUST DETERMINE AND SUGGEST PRODUCTS FOR CUSTOMER'S DAILY USE (HERO PRODUCTS). MAXIMUM 30 MINUTES	COMPLETE BASIC RETAIL ARTISTRY SERVICE CERTIFICATIONS		



SKILL CERTIFICATION

BASIC RETAIL ARTISTRY SERVICE: BOLD LIP

SKILL CERTIFICATION: BASIC RETAIL ARTISTRY SERVICE - BOLD LIP			
ARTIST NAME:		EDUCATION NAME:	DATE OF CERTIFICATION:
LOCATION / REGION:			
COMMITMENT	MUST-DO	LOOK FOR:	FEEDBACK
PART 1			
WELCOME			
	SMILE & BE FRIENDLY! CONNECT	GREET THEM LIKE A FRIEND MAKE EVERYONE FEEL WELCOME.	
	GREET EVERYONE WITHIN SECONDS	EYE CONTACT AND AWARE OF SURROUNDINGS.	
	NAME EXCHANGE	NAME EXCHANGE. NOTE IF MORE THAN ONE CUSTOMER IS PRESENT, A SERVICE AGREEMENT IS OFFERED. AUTHENTICALLY INTRODUCE CLIENTELLING/LOYALTY.	
	ASK HOW YOU CAN HELP	CONFIRM THE CUSTOMER IS LOOKING FOR HELP SELECTING A BOLD LIP AND WANTS TO LEARN HOW TO REPLICATE.	
CO-CREATE			
	ASK OPEN ENDED/TEDE (TELL ME, EXPLAIN TO ME, DESCRIBE TO ME) QUESTIONS TO UNDERSTAND THEIR NEEDS AND LIFESTYLE	FIND OUT WHAT TYPE OF LOOK THEY ARE TRYING TO ACHIEVE. CONFIRM THEIR SKILL LEVEL TO ASSESS HOW YOU WILL TEACH AND EMPOWER.	
	COLLABORATE ON PRODUCT CHOICES AND BUILD TRUST	USING POSITIVE LANGUAGE TO VALIDATE PRODUCT SELECTION AND HOW THE PRODUCTS BENEFIT THE CUSTOMER AND PROVIDE DESIRED END LOOK.	
	INTRODUCE HAND MIRROR AND INVITE CUSTOMER TO WATCH AND ENGAGE	SHOW AND SHARE ARTISTRY TECHNIQUES SO CUSTOMER CAN OBSERVE AND ENGAGE BY SHARING IN THE PROCESS	
	BUILD THE BASKET THROUGH SHOW & TEACH	PROVIDE A STEP BY STEP INSTRUCTION ON HOW TO ACHIEVE DESIRED LOOK. PRODUCTS AND TOOLS MUST BE EXPLAINED SO CUSTOMER KNOWS WHY THEY ARE BEST FOR THEM	
	SHARE ARTISTRY KNOWLEDGE TO EMPOWER CUSTOMER APPLICATION	SHARING TECHNIQUES / BENEFITS WHILE ENCOURAGING CUSTOMER TO TRY. USE POSITIVE LANGUAGE TO EMPOWER CUSTOMER WITH PRODUCT AND TECHNIQUE INFORMATION	



SKILL CERTIFICATION

BASIC RETAIL ARTISTRY SERVICE: BOLD LIP

CLOSING		
CLOSE WITH CONFIDENCE	CONGRATULATE THE CUSTOMER! RECAP PRODUCTS, TOOLS AND TECHNIQUES. CLOSE THE SALE.	
OFFER A PERSONALIZED SAMPLE	CONNECT A SAMPLE TO THEIR NEEDS OR THE PRODUCTS THEY ARE PURCHASING	
ALWAYS SAY "YES"	IF A PRODUCT IS SOLD OUT, OFFER OMNI OPTION OR SHOW THEM SOMETHING SIMILAR. ACKNOWLEDGE, RESTATE AND VALIDATE WHEN OVERCOMING OBJECTIONS.	
THANK THEM, ADD TO CLIENTELE SYSTEM AND INVITE THEM BACK	THANK THEM LIKE A FRIEND. PROVIDE A PERSONALIZED INVITE BASED ON INTERACTION. SHARE BACK-TO -M.A.C. AND VIVA GLAM . ADD THEM TO YOUR CLIENTELING SYSTEM AND SET A FOLLOW UP.	
STANDARDS		FEEDBACK
MAKEUP ARTISTRY		
CLEANSE & PREP THE LIP, INCLUDING LIP PRIMER		
EFFECTIVELY ASSESS THE CUSTOMER'S PREFERENCES IN FEEL, TEXTURE, FINISH, COLOUR. CONNECT PRODUCT SELECTION TO CUSTOMER'S FEATURES AND NEEDS.		
SELECT APPROPRIATE TOOLS FOR THE CUSTOMER AND EFFECTIVELY DEMONSTRATE AND TEACH APPLICATION TECHNIQUES.		
CREATE A WELL EXECUTED, PERFECTLY BALANCED AND BLENDED, SYMMETRICAL LIP.		
FOLLOW APPROPRIATE GUIDELINES FOR COUNTER PRACTICES AND SAMPLING PROCEDURES.		
MAINTAIN A CLEAN, ORGANIZED MAKEUP STATION. PRIORITIZE ORGANIZING THE FOCUS PRODUCTS BY ORDER OF APPLICATION.		
COMPLETE IN 10 MINUTES.		



SKILL CERTIFICATION

BASIC RETAIL ARTISTRY SERVICE: COMPLEXION

SKILL CERTIFICATION : BASIC RETAIL ARTISTRY SERVICE - COMPLEXION			
ARTIST NAME:		EDUCATION NAME:	DATE OF CERTIFICATION:
LOCATION / REGION:			
COMMITMENT	MUST-DO	LOOK FOR:	FEEDBACK
PART 1			
WELCOME			
	SMILE & BE FRIENDLY! CONNECT	GREET THEM LIKE A FRIEND MAKE EVERYONE FEEL WELCOME.	
	GREET EVERYONE WITHIN SECONDS	EYE CONTACT AND BEING AWARE OF SURROUNDINGS.	
	NAME EXCHANGE	NAME EXCHANGE. NOTE IF MORE THAN 1 CUSTOMERS IS PRESENT, A SERVICE AGREEMENT IS OFFERED. AUTHENTICALLY INTRODUCE CLIENTELLING/LOYALTY.	
	ASK HOW YOU CAN HELP	CONFIRM THE CUSTOMER IS LOOKING FOR HELP CREATING A SKIN LOOK AND WANTS TO LEARN HOW TO REPLICATE.	
CO-CREATE			
	ASK OPEN ENDED/TEDE (TELL ME, EXPLAIN TO ME, DESCRIBE TO ME) TO UNDERSTAND THEIR NEEDS AND LIFESTYLE	FIND OUT WHAT TYPE LOOK THEY'RE TRYING TO ACHIEVE. CONFIRM THEIR SKILL LEVEL TO ASSESS HOW YOU WILL TEACH AND EMPOWER.	
	COLLABORATE ON PRODUCT CHOICES AND BUILD TRUST	USING POSITIVE LANGUAGE TO VALIDATE PRODUCT SELECTION AND HOW THEY BENEFIT THE CUSTOMER AND PROVIDE DESIRED END LOOK.	
	INTRODUCE HAND MIRROR AND INVITE CUSTOMER TO WATCH AND ENGAGE	SHOW AND SHARE ARTISTRY TECHNIQUES SO CUSTOMER CAN OBSERVE AND ENGAGE BY SHARING IN THE PROCESS	
	BUILD THE BASKET THROUGH SHOW & TEACH	PROVIDE A STEP BY STEP INSTRUCTION ON HOW TO ACHIEVE DESIRED LOOK. ALL PRODUCTS AND TOOLS MUST BE EXPLAINED SO CUSTOMER KNOWS WHY THEY ARE BEST FOR THEM	
	SHARE ARTISTRY KNOWLEDGE TO EMPOWER CUSTOMER APPLICATION	SHARING TECHNIQUES / BENEFITS WHILE ENCOURAGING CUSTOMER TO TRY. USE POSITIVE LANGUAGE TO EMPOWER CUSTOMER WITH PRODUCT AND TECHNIQUE INFORMATION	



SKILL CERTIFICATION

BASIC RETAIL ARTISTRY SERVICE: COMPLEXION

CLOSING		
CLOSE WITH CONFIDENCE	CONGRATULATE THE CUSTOMER/RECAP PRODUCTS, TOOLS AND TECHNIQUES CLOSE THE SALE.	
OFFER A PERSONALIZED SAMPLE	CONNECT A SAMPLE TO THEIR NEEDS OR THE PRODUCTS THEY ARE PURCHASING	
ALWAYS SAY "YES"	IF A PRODUCT IS SOLD OUT, OFFER OMNI OPTION OR SHOW THEM SOMETHING SIMILAR ACKNOWLEDGE, RESTATE AND VALIDATE WHEN OVERCOMING OBJECTIONS.	
THANK THEM, ADD TO CLIENTELE SYSTEM AND INVITE THEM BACK	THANK THEM LIKE A FRIEND PROVIDE A PERSONALIZED INVITE BASED ON INTERACTION. SHARE BACK-TO -M.A.C. AND VIVA GLAM . ADD THEM TO YOUR CLIENTELING SYSTEM AND SET A FOLLOW UP.	
STANDARDS		FEEDBACK
MAKEUP ARTISTRY		
CLEANSE THE SKIN OR AREA BEING FOCUSED ON		
SELECT APPROPRIATE SKIN CARE/PRIMER BASED ON CUSTOMER'S NEEDS AND SKIN GOALS		
SELECT UP TO 3 SHADES OF APPROPRIATE UNDERTONE AND DEPTH OF SHADES, AND SWATCH FROM CHIN TO NECK TO DETERMINE BEST SHADE MATCH WITH YOUR CUSTOMER		
SELECT APPROPRIATE UNDERTONE, SHADES AND FORMULAS OF FOUNDATION, POWDER, AND CONCEALER THAT ALIGN TO THE CUSTOMER'S NEEDS. DEMONSTRATE SWATCHING TO FIND BEST COLOUR MATCH.		
SELECT APPROPRIATE TOOLS TO ACHIEVE DESIRED LOOK.		
APPLY PRODUCTS TO CREATE A WELL BLENDED, TRACELESS, EVEN-TONED COMPLEXION.		
FOLLOW APPROPRIATE GUIDELINES FOR COUNTER PRACTICES AND SAMPLING PROCEDURES.		
MAINTAIN A CLEAN, ORGANIZED MAKEUP STATION. PRIORITIZE ORGANIZING THE FOCUS PRODUCTS BY ORDER OF APPLICATION.		
COMPLETE IN 15 MINUTES.		



SKILL CERTIFICATION

BASIC RETAIL ARTISTRY SERVICE:

FINISH THE LOOK: HIGHLIGHT/CONTOUR/BLUSH

SKILL CERTIFICATION : BASIC RETAIL ARTISTRY SERVICE - FINISH THE LOOK WITH HIGHLIGHT, CONTOUR, BLUSH			
ARTIST NAME:		EDUCATION NAME:	DATE OF CERTIFICATION:
LOCATION / REGION:			
COMMITMENT	MUST-DO	LOOK FOR:	FEEDBACK
PART 1			
WELCOME			
	ASK HOW YOU CAN HELP	CONFIRM THE CUSTOMER IS INTERESTED IN BUILDING ON THE CURRENT LOOK (LIP OR COMPLEXION)	
CO-CREATE			
	ASK OPEN ENDED/TEDE QUESTIONS TO UNDERSTAND THEIR NEEDS	FIND OUT WHAT TYPE LOOK THEY'RE TRYING TO ACHIEVE AND HOW IT CONNECTS TO THE LIP LOOK OR COMPLEXION LOOK YOU ALREADY ACHIEVED TOGETHER	
	COLLABORATE ON PRODUCT CHOICES AND BUILD TRUST	USING POSITIVE LANGUAGE TO VALIDATE PRODUCT SELECTION	
	INTRODUCE HAND MIRROR AND INVITE CUSTOMER TO WATCH AND ENGAGE	SHOW AND SHARE ARTISTRY TECHNIQUES SO CUSTOMER CAN OBSERVE AND ENGAGE BY SHARING IN THE PROCESS	
	BUILD THE BASKET THROUGH SHOW & TEACH	PROVIDE A STEP BY STEP INSTRUCTION ON HOW TO ACHIEVE DESIRED LOOK. ALL PRODUCTS AND TOOLS MUST BE EXPLAINED SO CUSTOMER KNOWS WHY THEY ARE BEST FOR THEM	
	SHARE ARTISTRY KNOWLEDGE TO EMPOWER CUSTOMER APPLICATION	SHARING TECHNIQUES / BENEFITS WHILE ENCOURAGING CUSTOMER TO TRY. USE POSITIVE LANGUAGE TO EMPOWER CUSTOMER WITH PRODUCT AND TECHNIQUE INFORMATION	
CLOSING			
	CLOSE WITH CONFIDENCE	CONGRATULATE THE CUSTOMER RECAP PRODUCTS, TOOLS AND TECHNIQUES CLOSE THE SALE.	
	OFFER A PERSONALIZED SAMPLE	CONNECT A SAMPLE TO THEIR NEEDS OR THE PRODUCTS THEY ARE PURCHASING.	
	ALWAYS SAY "YES"	IF A PRODUCT IS SOLD OUT, OFFER OMNI OPTION OR SHOW THEM SOMETHING SIMILAR ACKNOWLEDGE, RESTATE AND VALIDATE WHEN OVERCOMING OBJECTIONS.	
	THANK THEM, ADD TO CLIENTELE SYSTEM AND INVITE THEM BACK	THANK THEM LIKE A FRIEND PROVIDE A PERSONALIZED INVITE BASED ON INTERACTION. SHARE BACK-TO -M.A.C. AND VIVA GLAM. ADD THEM TO YOUR CLIENTELING SYSTEM AND SET A FOLLOW UP.	



SKILL CERTIFICATION

BASIC RETAIL ARTISTRY SERVICE:

FINISH THE LOOK: HIGHLIGHT/CONTOUR/BLUSH

STANDARDS	FEEDBACK
MAKEUP ARTISTRY	
SELECT APPROPRIATE PRODUCTS AND TOOLS BASED ON CUSTOMER'S NEEDS AND SKIN GOALS	
SELECT APPROPRIATE UNDERTONE, SHADES AND FORMULAS FOR CUSTOMER'S SKIN TONE.	
APPLY PRODUCTS TO CREATE A WELL BLENDED CONTOUR THAT IS PLACED APPROPRIATELY FOR CUSTOMER'S FACE SHAPE AND GOALS	
APPLY PRODUCTS TO CREATE A WELL BLENDED HIGHLIGHT THAT IS PLACED APPROPRIATELY FOR CUSTOMER'S FACE SHAPE AND GOALS	
APPLY WELL BLENDED BLUSH AND/OR BRONZER APPROPRIATELY FOR CUSTOMER'S FACE SHAPE AND GOALS	
FOLLOW APPROPRIATE GUIDELINES FOR COUNTER PRACTICES AND SAMPLING PROCEDURES.	
MAINTAIN A CLEAN, ORGANIZED MAKEUP STATION. PRIORITIZE ORGANIZING THE FOCUS PRODUCTS BY ORDER OF APPLICATION.	
COMPLETE IN 10 MINUTES.	



SKILL CERTIFICATION

BASIC RETAIL SERVICES – EYE APPLICATION

SKILL CERTIFICATION: BASIC RETAIL SERVICES – EYE APPLICATION			
ARTIST NAME:		EDUCATION NAME:	DATE OF CERTIFICATION:
LOCATION / REGION:			
COMMITMENT	MUST-DO	LOOK FOR:	FEEDBACK
PART 1			
WELCOME			
	SMILE & BE FRIENDLY! CONNECT	GREET THEM LIKE A FRIEND MAKE EVERYONE FEEL WELCOME.	
	GREET EVERYONE WITHIN SECONDS	EYE CONTACT AND AWARE OF SURROUNDINGS.	
	NAME EXCHANGE	NAME EXCHANGE. NOTE IF MORE THAN ONE CUSTOMER IS PRESENT, A SERVICE AGREEMENT IS OFFERED. AUTHENTICALLY INTRODUCE CLIENTELLING/LOYALTY OFFERINGS.	
	ASK HOW YOU CAN HELP	CONFIRM THE 30 MINUTE SERVICE AND WHAT TO EXPECT. CONFIRM THEY WOULD LIKE TO FOCUS ON THEIR EYES.	
CO-CREATE			
	ASK OPEN ENDED/TELL (TELL ME, EXPLAIN TO ME, DESCRIBE TO ME) QUESTIONS TO UNDERSTAND THEIR NEEDS	FIND OUT WHY THEY'RE HERE FIND OUT WHAT INTERESTS THEM/ EXCITES THEM. SHARE NEW LAUNCHES/ COLLECTIONS/HEROES. DISCOVER THEIR EVERYDAY NEEDS BEYOND JUST THIS EYE LOOK	
	HELP THEM EXPLORE & TRY PRODUCTS	SWATCH AND VALIDATE THEIR CHOICES INCLUDING EYE SHADOW/ SHADES, LINER STYLE, MASCARA AND LASH PREFERENCE, BROW GOALS	
	BUILD THE BASKET/ POWER OF 3	CREATE PERSONALIZED PRODUCT SUGGESTIONS AND APPLY PRODUCTS SELECTED, TO FINISH THE LOOK. EXPLAIN THE PRODUCTS THEY CAN USE EVERYDAY	
	SHARE ARTISTRY KNOWLEDGE	SHARE TECHNIQUES / BENEFITS AND HOW THEY COMPLETE THE CUSTOMER'S LOOK.	
CLOSING			
	CLOSE WITH CONFIDENCE	RECAP FOCUS PRODUCTS, TOOLS AND TECHNIQUES CLOSE THE SALE.	
	OFFER A PERSONALIZED SAMPLE	CONNECT A SAMPLE TO THE PRODUCTS THEY ARE PURCHASING GIVE A PERSONALIZED SAMPLE.	
	ALWAYS SAY "YES"	IF A PRODUCT IS SOLD OUT, OFFER TO SHOW THEM SOMETHING SIMILAR, FIND IT AT ANOTHER LOCATION OR ORDER IT FOR THEM.	
	THANK THEM, ADD TO CLIENTELE SYSTEM AND INVITE THEM BACK	THANK THEM LIKE A FRIEND PROVIDE A PERSONALIZED INVITE BASED ON INTERACTION, ADD THEM TO YOUR CLIENTELLING SYSTEM AND SET A FOLLOW UP.	



SKILL CERTIFICATION

BASIC RETAIL SERVICES – EYE APPLICATION

STANDARDS	FEEDBACK
MAKEUP ARTISTRY - OVERALL EYE LOOK	
CLEANSE & PREP THE EYE AREA GENTLY. REMOVING EXISTING MASCARA IF NECESSARY. APPLY SKIN CARE/PRIMER BASED ON CUSTOMER NEEDS.	
SELECT SHADES, TEXTURES, FORMULAS THAT MEET CUSTOMERS NEEDS AND END GOALS	
CHOOSE APPROPRIATE TOOLS BASED ON CUSTOMERS EYESHAPE AND TO MEET THE CUSTOMERS NEEDS	
WHILE APPLYING PRODUCTS, SHARE RELEVANT CLAIMS, BENEFITS AND PRODUCT POETRY THAT SUPPORTS CUSTOMER'S NEEDS AND INTERESTS.	
FOLLOW APPROPRIATE GUIDELINES FOR COUNTER PRACTICES AND SAMPLING PROCEDURES.	
MAINTAIN A CLEAN, ORGANIZED WORKSPACE. PRIORITIZE ORGANIZING THE FOCUS PRODUCTS BY ORDER OF APPLICATION.	
COMPLETE THE LOOK IN 30 MINUTES.	
BROWS	
SELECT APPROPRIATE PRODUCTS, SHADES AND/OR TONE OF BROW PRODUCTS BASED ON THE CUSTOMER'S DESIRED LOOK.	
CREATE WELL EXECUTED, BALANCED AND SYMMETRICAL EYEBROWS	
ACHIEVE DESIRED TONE, OPACITY, SHAPE IN 5-10 MINUTES.	
LINER	
SELECT APPROPRIATE PRODUCTS AND TOOLS TO CREATE A NATURAL WINGED EYELINER ACCORDING TO YOUR CUSTOMER'S EYE SHAPE.	
CREATE A WELL EXECUTED, BALANCED AND SYMMETRICAL WINGED EYE LINER LOOK THAT COMPLIMENTS THE CUSTOMERS EYE SHAPE IN UNDER 5-10 MINUTES.	
MASCARA	
SELECT MASCARA FORMULA THAT BEST COMPLIMENTS THE CUSTOMERS NATURAL LASH AND DESIRED END LOOK.	
ACHIEVE A WELL EXECUTED, EVENLY APPLIED, BALANCED AND CLEAN MASCARA LOOK BASED ON YOUR CUSTOMER'S NEEDS	
FALSE LASH	
SELECT APPROPRIATE FALSE LASH TO ACHIEVE THE CUSTOMERS DESIRED END LOOK.	
FIT THE LASH TO THE CUSTOMERS EYE AND TRIM THE BAND (FROM OUTER CORNER) AS NEEDED USING APPROPRIATE SANITIZED TOOLS FOR PERFECT FIT.	
ADHERE TO USAGE GUIDELINES FOR DUO LATEX LASH ADHESIVE. APPLY EVENLY AND ENSURE ADHESION WITHOUT EXCESS ADHESIVE IN LASHES OR ON EYELID.	
ENSURE ENTIRE LASH IS SECURED. NO LIFTING ALONG LID OR IN CORNERS. APPLIED DISCREETLY WITH NO VISIBLE SPACE BETWEEN NATURAL LASH AND FALSE LASH BAND.	
CONFIRM THAT THE LASH APPLICATION IS COMFORTABLE FOR THE CUSTOMER, NO POKES OR PULLS WHEN OPENING AND CLOSING THE EYES.	
ENSURE BOTH LASHES ARE APPLIED TO CREATE A SYMMETRICAL, UPLIFTED LOOK IN 5 - 10 MINUTES	

CONGRATULATIONS!

For completing your Virtual Basic Training!



Use your knowledge to create remarkable experiences for your Customers that leave a lasting and joy-filled impression.

Make their day to make your day.

Keep this Workbook available for reference and learning throughout your M•A•C journey!



NOTES