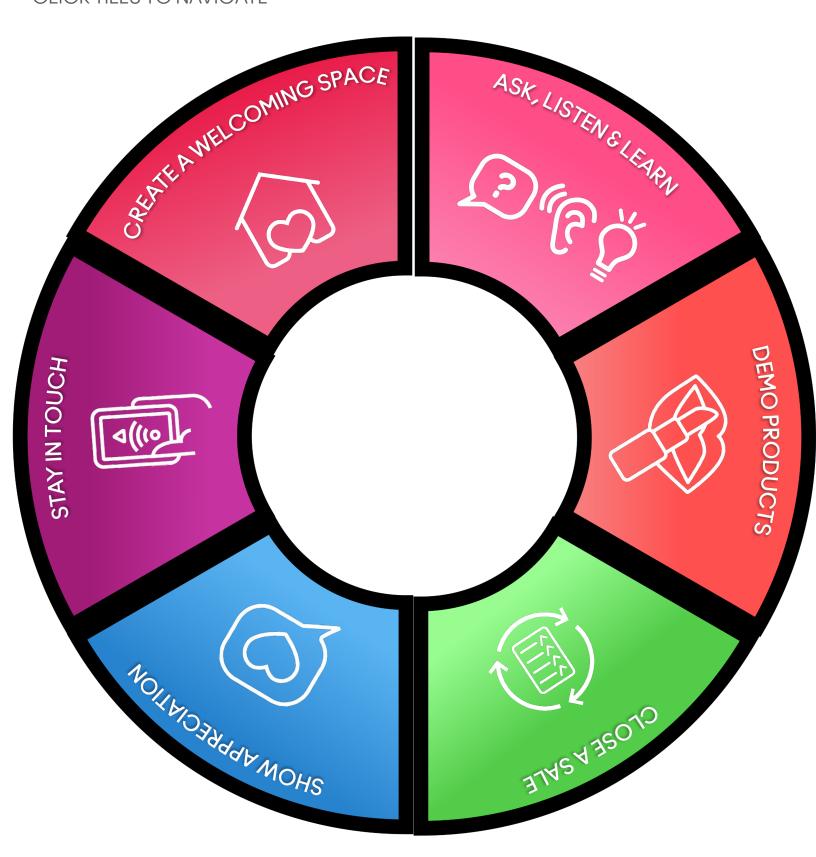


# WHAT'S INSIDE

**CLICK TILES 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



<u>RESPECT</u> at M·A·C means, but is not limited to:

- Encourage others to share their thoughts and opinions regardless of their positio
- 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







SHARE SHOPPING OPTIONS



# CREATE A WELCOMING SPACE TIPS TO TRY



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

- 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.



# STEP 2: ASK, LISTEN & LEARN





# ASK, LISTEN & LEARN TOP TIPS







S JMMARIZE TO BUIL D TRUST



# ASK, LISTEN & LEARN OPEN-ENDED QUESTIONS TO TRY



### GETTING TO KNOW YOUR CUSTOMER BY...









"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...**







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











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











"<u>YOU HAVE</u> oily eye lids and <u>YOU WANT</u> to create a smoky eye that lasts all night <u>YOU NEED</u> 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**WITH STORY TELLING



### WAYS TO ANIMATE OUR PRODUCTS THROUGH STORYTELLING



What you share about our products (benefits, claims, ingredients, effects)

### **PRODUCT DEMO**

How you are showing the products efficacy or effect.

# MAKEUP STATION STORYTELLING

How you are visually representing the products you've paired together to create the Customer's desired end look or effect.



# **DEMO PRODUCTS**PRODUCT STORYTELLING, HOW-TO...



## PRODUCT STORYTELLING

- The first part of Product Storytelling is selecting and <u>sharing facts or key benefits</u> for the products that <u>connect to your Customer's unique needs</u>.
- The second part of Product Storytelling is <u>using descriptive words</u> to capture the product's texture, shade or effect and to create a vivid picture for your Customer.

### 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 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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# STEP 4: CLOSETHE SALE





# CLOSING THE SALE TOP TIPS



RESTATE THE CUSTOMER'S NEEDS AND CONFIRM YOU'VE MET THEM

PERSONALIZE
PURCHASE
OPTIONS WITH
OMNI

ASK TO KEEP IN TOUCH



# CLOSING THE SALE CLOSING PHRASES



"These are the products I know you loved, let me pull them for you." "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."

You can also use 'You have..., You want..., You need...' to reiterate why these products are important to achieve their desired look.

What might you say to a Customer to Close the Sale at then end of the experience?



# STEP 5: SHOW APPRECIATION





# SHOW APPRECIATION TOP TIPS











# STEP 6: STAY IN TOUCH





# STAY IN TOUCH TOP TIPS







SHARE RELEVANT NEWNESS





# 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.



### SHOW APPRECIATION

This step in the experience is where you likely won't have to overcome any objections.. Its a quick and easy feel-good moment for your Customer that will make them appreciate you for taking the time to do the same for them. TRY:

- "To complete this look, I'm adding a sample of Studio Radiance Moisturizing + Illuminating Silky Primer to your bag because I want you to see how it makes your full look last while giving you a healthy, lit-from-within radiance".
- "Thank you for spending your lunch hour with me today! I enjoyed helping you find that perfect red lip!"



### 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 suring 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."

Main Menu

# **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 selfdiscover.

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.



# ACTIVITY PAGES TO PRINT FOR CLASSROOM



# STEP 3: DEMO PRODUCTS IN-CLASSROOM ACTIVITY





or this acti	vity you will practice co	reating product storytelling!	
	my you will practice cr	caming product story terming.	
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# STEP 5: SHOW APPRECIATION IN-CLASSROOM 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...'

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

### **JANINE**

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

### **DREW**

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

WHICH SAMPLE SHOULD BE GIVEN TO EACH CUSTOMER ABOVE?



FIX+ MAGIC RADIANCE



STROBE CREAM





# **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.
<b>DEMO PRODUCTS:</b> Create some Product Storytelling for a product you don't know well, using the website, the digital PKM or product cards as resources.
CLOSE A SALE: Write down one scenario where you could use an Omni tool and how it would benefit you, the brand and your Customer.
SHOW APPRECIATION: Note one way you plan to invite Customers back to M·A·C and which M·A·C value or values that connects to (Inclusivity, Respect or Empowerment).
STAY IN TOUCH: Write down what tools you can use to connect with Customers and a few of your best tips for following up.