MANAGER'S GUIDE

SPRING/SUMMER 2022

MY M·A·C MANAGER'S GUIDE

MANAGER'S NAME:

_____

LOCATION:

_____

REGION/FESM:

_____

GUIDE START DATE: _____

GUIDE COMPLETION DATE: _____

MANAGER SIGNATURE:

FESM SIGNATURE:

INTRODUCTION

WELCOME

M·A·C

LEADER

Congratulations and welcome to your new leadership role!

This Manager Portfolio is designed to empower you to achieve your critical goals as a Manager.

Your main goals are:

➢ Ensuring you and your team deliver Full MAC Experience through service
➢ Driving retail sales performance
➢ Developing and managing the talent of your team
➢ Maintaining operational excellence

The Manager Portfolio is broken into four categories that will support your self-directed learning. It includes many tips and tools that will help you on this new journey. Please make sure you take time to study and review the material. At M·A·C, everything you do should have a purpose and a financial return on your investment.

With the guidance of your FESM & Education Team, you will complete this interactive Portfolio over the next three months for a smooth induction into M·A·C management. Remember to ask lots of questions, don't be afraid to try things and most importantly have fun. Your development and confidence are essential to being the best M·A·C leader you can be.

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RETAIL MANAGER JOB DESCRIPTION

THE ESTÉE LAUDER COMPANIES
Job Description

Please complete all applicable fields and submit to your HR Business Partner.

Date: 19-01-2021
DD-MM-YYYY

Grade String:

	Salary Plan	Currency	Local Grade	Global grade
	US	USD	NA	8
	i.e., US	i.e., USD	i.e., 25	i.e., 10

Job Function:	Job Sub Function:	Job Area:	Job Title:
Sales	Point of Sale Management	Retail Partner	M·A·C Retail Manger
i.e., Planning	i.e., Demand	(if applicable) i.e., Global Business Planning	i.e., Dir Global Business Planning

Job Scope (Global, Regional, Affiliate(s), Country(ies)):

Job Scope	# of Direct Reports:	# of Indirect Reports:
US Affiliate	1-5	n/a

Primary Manager (reports to):	Matrix Manager 1:	Matrix Manager 2:
Field Executive Sales Manager (FESM)		

Note: Provide the current organization chart and if there are changes, the proposed Organization Chart (show names and titles).

JOB REQUIREMENTS & QUALIFICATIONS

Minimum Education level:	Minimum Years of Experience:	% Travel Time:
High School or High School Equivalency	3+ years in retail industry and 1+ years retail management experience	n/a

Required Language Proficiency:	Licenses or Certifications:
English	

Additional Job Specifications (e.g., physical demands, working conditions, equipment/machinery, specific skills, etc.):

- 3+ in retail industry and 1+ years' management experience in retail POS stores/counters preferably beauty industry
- Ability to deliver overall sales plan for assigned counter.
- Solid understanding of product knowledge, events, operations, retail culture and cosmetic industry.
- The ability to Be the Best and deliver the highest quality service levels in the beauty market
- Alongside FESM, prove the ability to lead, coach and develop direct employees to achieve sales goals and service goals.
- Understanding of the current beauty trends and ability to leverage those insights to drive sales.
- Under the leadership of the FESM, prove the ability for business planning including setting sales and customer service targets, sales analysis and staff scheduling.
- Retail store or counter operations experience including inventory and facilities management, and POS hardware and platforms.
- Ability to see problems and develop action plans to get past them (inventory/stock issues, staff performance, turnover, logistical issues related to events, etc.).
- Ability to communicate effectively.
- Ability to work in a fast-paced collaborative environment.
- Ability to work retail hours including days, nights, weekends, holidays, and special events.
- Proficient in Microsoft office.
- Must be able to stand and walk for length of shift.
- Ability to lift at least 30lbs

RETAIL MANAGER JOB DESCRIPTION

Describe the primary purpose of this job (i.e., Why does the job exist?).
This section should be a brief summary capturing the overall purpose of the job.

The Retail Manager(RM) will oversee all the daily operations of a retail partner counter. Under the leadership of the FESM, the RM will help develop strategies to drive sales, improve consumer experience, increase profitability, enforce partner / brand policies and marketing programs that will increase sales and grow the existing customer base. Maintain high store standards and conditions and foster a positive environment. Their primary responsibility is to achieve optimal Sales and Service performance and uphold the expectation of the Joy Journey service model and the lead 5 Non-Negotiables of service behaviors. Responsible for delivering 35 hour sales productivity

Ensure customer needs are met to brand/partner standards and create an immersive brand experience. Ensure complaints are resolved, and service is quick and efficient. Ensure all products and displays are merchandised effectively to maximize sales and profitability. Forecast staffing needs and develop a recruiting strategy to provide optimal staffing in all areas.

Alongside the FESM the RM will manage the 1-5 counter employees, including hiring, coaching, performance evaluation, scheduling and assigning duties and responsibilities. The RM will be responsible for maintaining the overall culture and to ensure the staff also represents and embraces the brand culture and goals.

With guidance from the FESM the RM will oversee the operational and organizational standards as well as implement the brand directives and initiatives. The RM will be responsible for all safety initiatives and ensure safety standards are being met. The RM will regularly review the daily, weekly and quarterly financial data to ensure the staff are meeting their goals.

Job Description (continued)

KEY ROLES & RESPONSIBILITIES

List the responsibilities of the job in order of importance and indicate percentage of time spent on each. Begin each entry with an action verb and address the following topics:

Decision Making – Indicate type of decisions typically made and the overall impact of those decisions.

Problem Solving – Indicate the nature of problems regularly encountered and the complexity of the solutions.

Independence of Action and Accountability – Indicate the general degree of independence which may range from closely monitored to setting direction.

Budget Responsibility – Indicate degree of financial accountability. Include actual amount of operating budget and/or cost savings. Include net sales plan responsibility, if applicable.

Leadership – Indicate management responsibility including planning for the department's future needs, operations, hiring, performance management, salary decisions, talent planning, etc. (i.e., one team, multiple teams, etc.).

Strategic Thinking -Entrepreneurial tenacity, proactivity, and passion to recognize opportunities, anticipate and build competitive strategies to drive future sales growth.

Consumer Experience:
- Lead delivery of high-touch customer service philosophy of EL companies and Consumer Experience Standards of Brand.
- Adhere to Retail Partner Consumer Experience Standards.
- Ensure high standards for consumer experience.
- Respond to customer complaints and concerns in a timely manner.
- Tour the sales floor regularly, observing consumer interactions to identify or resolve urgent issues.
- Maintain awareness of consumer trends in the retail industry and have full knowledge understanding forthcoming consumer initiatives.
- Identify current and future consumer requirements by establishing rapport with potential and actual consumer to understand service requirements.

Service and Selling:
- Greet customer with name introduction immediately upon customer's arrival, to begin engaging and thoughtful connection
- Build trust and rapport with customer through open-ended questions and authentic curiosity in their needs, with effective verbal interaction and validation
- Share excitement and knowledge; demonstrate, recommend and show products to deliver the sale
- Read customer cues; collaborate to provide recommendations through product knowledge, explaining product benefits and potential application techniques, and exceeding customer needs by personalizing and customizing their experience
- Demo-driven: ability to demonstrate product quickly and expediently to showcase product usage and benefits
- Leverage story-telling and artistry skills to deliver optimal customer experience
- Sample products as applicable to drive loyalty and repeat business
- Agility to serve multiple customers at peak times, without compromising their experience
- Ability to build a long-term relationship with the customer ultimately leading to retention and loyalty

ESTĒE LAUDER COMPANIES

RETAIL MANAGER JOB DESCRIPTION

- Leverage clienteling/Customer Relationship Management (CRM) tools to capture customer profile and utilize client "book" every day to connect with customers for outreach, replenishment and to drive sales
- Own and achieve individual sales goals and contribute to team sales goals
- Stay current on beauty industry trends and competitive landscape (specifically via social media) to validate customers' interests and purchases, better personalize recommendations to their needs

Drive Sales Results
- Manage/lead/influence team in driving sales, excellent consumer experience and quantifying the team's ability to meet and/or exceed sales and services goals.
- Meet or exceed fiscal sales goals within operating budgets.
- Alongside the FESM, analyze the business and identify sales goals/targets to be set; proactively anticipate and rectify obstacles to goal achievement using critical problem-solving skills; target specific KPI's relevant to the business; and strategize regarding client engagement to acquire, convert, and retain clients.
- Alongside the FESM, analyze and evaluate how the team is using training knowledge to drive sales and demonstrate the ability to identify top performers to develop future bench of talent, as well as recognize and coach to opportunities for improvement.
- Demonstrate solid understanding of sales, product knowledge, events, operations, retail market and beauty industry to keep business and team moving forward by capturing consumer insights/sales trends/traffic patterns and using learnings to influence planning optimization.

Recruit and Build Talent
- Liaise with Field Leader and Talent Acquisition team on end-to-end talent acquisition process including using technology to identify/select potential candidates for open requisitions.
- Recruit, retain and develop a high-performing and diverse team.
- With partnership of the FESM, interview, hire, and manage staff behavioral and sales performance (including annual performance review and feedback from Human Resources Business Partner to determine future development of team).
- Monitor individual performance to grow the overall sales performance.
- Deliver effective sales coaching: modeling, observing and providing feedback to ensure effective delivery of sales techniques for varying consumer profiles, including cross selling techniques to ensure sales goal achievement.
- Develop team on consumer experience through coaching-in-the-moment and scheduled one-on-ones.
- Drive Brand education: ensure staff is well-versed in brand messaging and product knowledge.
- Partner with Field Leader/Human Resources Business Partner to manage team relation opportunities and ensure compliance with policies & procedures

Manage Operational Excellence
- Partners with Centers of Excellence ("COE"), POS, Education, Sales & Analytics, Freelance to more effectively manage and lead business.
- Develop good working relationships with Brand leaders, COE staffs, POS teams and Retail Partner teams.
- Maximize selling staff's productivity through hour utilization, schedule optimization, goal management; and manage/maximize payroll budgets with partnership of the FESM.
- Manages all aspects of visual merchandising and elements in the environment, including implementing all visual directives, maintaining impeccable visual standards for all product on counter, both on sales floor and back of house, and elevating the customer experience.
- Execution of the marketing calendar.
- Proactively manage inventory investments (accountabilities, receiving, cycle counts, reconciliation, loss prevention) and identify inventory/stock issues that may inhibit business.
- Adopt and adhere to policies & procedures set-forth by the Company and the Retail Partner.
- Meet all safety standards and ensure all members of the store team are current on safety training.
- Ensure adherence to image guidelines.

Build Brand Loyalty
- Develop community relationships and partnerships to stimulate local brand adoption, growth, and exposure
- Communicate sales goals and client engagement strategy.
- Promote use, educate team and adoption of all direct to consumer tools from the brand and the Retail Partner to drive new customers and consumer retention.
- Develop and execute innovative events in partnership with filed leadership, corporate directive and Retail Partner Guidelines. Use learnings to maximize effectiveness of the market calendar long term.

ESTĒE LAUDER COMPANIES

Brand Specific Expectations / Guiding Principles

The RM is responsible for driving retail sales while delivering 5 Star Customer Experience with entrepreneurial spirit. This involves managing and developing the talent and capabilities of their team to achieve optimal performance. The RM is also required to deliver retail operational excellence to provide an efficient and effective work environment. The RM is required to spend the majority of their time on the floor, coaching and leading by example to ensure M·A·C Consumer Experience Standards are delivered to each customer. Strong communication and exceptional follow through are essential to delivering Excellence in Execution.

Additional Sales Driving expectations of Counter Manager
- In partnership with the FESM, monitor individual performance of each Artist and coach them for better performance in sales techniques, artistry and customer service.
- Plan and execute events to generate incremental sales.
- Understand M·A·C Social Media and Omni Channel initiatives and leverage them to drive business.
- Understanding the surrounding competition and competitive activities to protect business performance.
- Leverage collaborative relationships with surrounding business and mall management to explore mutually beneficial event opportunities.
- Cultivate and uphold a customer loyalty obsessed environment to drive repeat business and customer satisfaction.

Develop and Manage Talents and Capabilities of the team
- Foster behaviors that create a team selling environment.
- In partnership with the FESM, manage the progressive disciplinary process by proactively addressing poor performance

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- attendance or conduct issues.
- Collaborate with Education to provide all team members access to My M·A·C X and adequate training opportunities to achieve certifications in a timely manner.

HIGH-TOUCH LEADERSHIP COMPETECIES

The High-Touch Leadership Competencies provide the framework to build and grow the skills, knowledge, and behaviors in each employee to lead from every chair. Everyone is expected to lead in every position. All of the High-Touch Leadership Competencies are important to success. However, in each position there are three competencies that are imperative for job success.

Please select at least three competencies.

X   Thinks Strategically: Takes a broad view of the business, industry, and consumer environment to anticipate and plan for the future. Identifies the focus and defines where to play, how to win and what capabilities and management systems are required.

X   Aligns and Engages the Team in the Vision: Provides clarity to each team member on their role in achieving the vision, strategy, and goals.

—   Embraces and Initiates Change: Distinguishes what to preserve and what to change. Has the courage to initiate and lead the changes that drive success.

X   Develops Talent and Capabilities: Identifies and cultivates essential skills and attributes to maximize individual contribution and engagement.

—   Energizes and Enables Others: Ignites passion and releases potential to drive success.

—   Builds Collaborative Relationships: Builds relationships based on trust and respect. Promotes the inclusion of diverse knowledge, skills, and experiences to achieve results.

—   Demonstrates Learning Agility: Ability to anticipate change, face reality, draw conclusions, and swiftly mobilize to adapt to changing needs and demands.

—   Drives Creativity and Innovation: Focuses on areas of highest potential. Creates newness or connects knowledge in new ways to create the unexpected. Ensures that the creativity and innovation pipeline are aligned to achieve strategy and goals.

X   Strives for Excellence in Execution: Proactively seeks ways to improve personal and organizational effectiveness to meet current and future business needs. Learns equally from successes and failures

ESTĒE LAUDER COMPANIES

STORE MANAGER JOB DESCRIPTION

THE ESTÉE LAUDER COMPANIES

Job Description

Please complete all applicable fields and submit to your HR Business Partner.

Date: 09-01-2020
DD-MM-YYYY

Grade String:

Salary Plan	Currency	Local Grade	Global grade
US	US	NA	9
i.e., US	i.e., USD	i.e., 25	i.e., 10

Job Function:	Job Sub Function:	Job Area:	Job Title:
Sales	Point of Sale Management	MAC FSS Channel	Store Manger
i.e., Planning	i.e., Demand	(if applicable) i.e., Global Business Planning	i.e., Dir Global Business Planning

Job Scope (Global, Regional, Affiliate(s), Country(ies)):

Job Scope	# of Direct Reports:	# of Indirect Reports:
US Affiliate	3 to 15	

Primary Manager (reports to):	Matrix Manager 1:	Matrix Manager 2:
District Manager/ Field Executive Sales Manager/ Field Executive		

Note: Provide the current organization chart and if there are changes, the proposed Organization Chart (show names and titles).

JOB REQUIREMENTS & QUALIFICATIONS

Minimum Education level:

High school equivalency required.

Minimum Years of Experience:

5+ years in retail industry and 1+ years retail store management experience

% Travel Time:

Required Language Proficiency:

English

Licenses or Certifications:

Additional Job Specifications (e.g., physical demands, working conditions, equipment/machinery, specific skills, etc.):

Qualifications
- 5+ in retail industry and 1+ years' experience managing retail POS stores/counters preferably Beauty industry.
- Ability to deliver overall sales plan for assigned store
- Solid understanding of product knowledge, events, operations, retail culture and cosmetic industry.
- The ability to Be the Best and deliver the highest quality service levels in the beauty market.
- Ability to lead, coach and develop direct employees to achieve sales goals.
- Proven track record leading a team to achieve customer service targets
- Understanding of the current beauty trends and ability to leverage those insights to drive sales.
- Entrepreneurial competency and motives.
- Business planning experience including setting sales and customer service targets, sales analysis and staff scheduling
- Retail store operations experience including inventory and facilities management, and POS hardware and platforms.
- Ability to see problems and develop action plans to get past them (inventory/stock issues, staff performance, turnover, logistical issues related to events, etc.)
- Ability to communicate effectively.
- Ability to work in a fast-paced collaborative environment.
- Ability to work retail hours including days, nights, weekends, holidays, and special events.
- Proficient in Microsoft office.
- Must be able to stand and walk for length of shift
- Ability to lift up to 25 lbs

ESTĒE LAUDER COMPANIES

STORE MANAGER JOB DESCRIPTION

POSITION SUMMARY

Describe the primary purpose of this job (i.e., Why does the job exist?).
This section should be a brief summary capturing the overall purpose of the job.

The Store Manager will oversee all of the daily operations of the store. Develop strategies to Drive Sales, improve consumer experience, increase profitability, enforce store policies and marketing programs that will increase sales and grow the existing customer base. Maintain high store standards and conditions and foster a positive environment.

Ensure customer needs are met, to brand standards/ immersive of brand experience. Ensure complaints are resolved, and service is quick and efficient. Ensure all products and displays are merchandised effectively to maximize sales and profitability. Forecast staffing needs and develop a recruiting strategy to provide optimal staffing in all areas.

They will manage the store's employees, including hiring, coaching, performance evaluation, scheduling and assigning duties and responsibilities. The Store Manger will be responsible for maintaining the overall culture of the store and to ensure the staff also represents and embraces the store's culture and goals.

They will oversee the operational and organizational standards of the store as well as implement the brand directives and initiatives. The Store Manager will be responsible for all safety initiatives and ensure safety standards are being met. The Store Manager will regularly review the daily, weekly and quarterly financial data of the store to ensure the store and staff are meeting their goals.

KEY ROLES & RESPONSIBILITIES

List the responsibilities of the job in order of importance and indicate percentage of time spent on each. Begin each entry with an action verb and address the following topics:

Consumer Experience
- Lead delivery of high-touch customer service philosophy of EL companies and Consumer Experience Standards of Brand
- Ensure high standards for consumer experience.
- Respond to customer complaints and concerns in a timely manner.
- Tour the sales floor regularly, observing consumer interactions to identify or resolve urgent issues.
- Maintain awareness of consumer trends in the retail industry and have full knowledge understanding forthcoming consumer initiatives.
- Identify current and future consumer requirements by establishing rapport with potential and actual consumer to understand service requirements.

Drive Sales Results
- Manages/leads/influences team in driving sales, excellent consumer experience and quantifying the team's ability to meet and/or exceed sales and services goals.
- Meet or exceed fiscal sales goals within operating budgets.
- Analyze the business and identify sales goals/targets to be set, proactively anticipate and rectify obstacles to goal achievement using critical problem-solving skills, target specific KPI's relevant to the business, strategize client engagement to acquire, convert, and retain clients.
- Analyze and evaluate how the team is using training knowledge to drive sales and demonstrate the ability to identify top performers to develop future bench, as well as recognize and coach to opportunities for improvement.
- Demonstrates solid understanding of sales, product knowledge, events, operations, retail market and beauty industry to keep business and team moving forward by capturing consumer insights/sales trends/traffic patterns and using learnings to influence planning optimization.

Recruit and Build Talent
- Liaise with Field Leader and Talent Acquisition team on end-to-end talent acquisition process including using technology to identify/select potential candidates for open requisitions.
- Recruit, retain and develop a high-performing and diverse team.
- Interview, hire, and manage staff behavioral and sales performance (including annual performance review and feedback from HR partner to determine future development of team.)
- Monitor individual performance to grow the overall sales performance.
- Deliver effective sales coaching: modeling, observing and providing feedback to ensure effective delivery of sales techniques for varying consumer profiles, including cross selling techniques to ensure sales goal achievement.
- Develop team on consumer experience through coaching-in-the-moment and scheduled one-on-ones.
- Drive Brand education: ensure staff is well-versed in brand messaging and product knowledge.
- Partner with Field Leader/Human Resources Business Partner to manage team relation opportunities and ensure compliance with policies & procedures.

STORE MANAGER JOB DESCRIPTION

Manage Operational Excellence
- Partners with Centers of Excellence to more effectively manage and lead business.
- Develop good working relationships with Brand leaders, COE staffs and point of sales teams.
- Maximize selling staff's productivity through hour utilization, schedule optimization, goal management; and manage/maximize payroll budgets.
- Manages all aspects of visual merchandising and elements in the environment, including implementing all visual directives, maintaining impeccable visual standards for all product in store, both on sales floor and back of house, and elevating the customer experience.
- Execution of the marketing calendar
- Proactively manage inventory investments (accountabilities, receiving, cycle counts, reconciliation, loss prevention) and identify inventory/stock issues that may inhibit business.
- Adopt and adhere to policies & procedures set-forth by "The Company".
- Meet all safety standards, and ensure all members of the store team are current on safety trainings
- Ensure adherence to image guidelines
-

Build Brand Loyalty
- Develop community relationships and partnerships to stimulate local brand adoption, growth, and exposure.
- Communicate sales goals and client engagement strategy.
- Promote use, educate team and adoption of all direct to consumer tools to drive new customers and consumer retention.
- Develop and execute innovative in-store and external events in partnership with filed leadership and corporate directive. Use learnings to maximize effectiveness of the market calendar long term.

Brand Specific Expectations / Guiding Principles

The Store Manager/ Studio Manager is responsible for driving retail sales while delivering 5 Star Customer Experience with entrepreneurial spirit. This involves managing and developing the talent and capabilities of their team to achieve optimal performance. The Studio Manager is also required to deliver retail operational excellence to provide an efficient and effective work environment. The Studio Manager is required to spend the majority of their time on the floor, coaching and leading by example to ensure The M·A·C Consumer Experience Standards are delivered to each customer. Strong communication and exceptional follow through are essential to delivering excellence in execution.

Additional Sales Driving expectations of Store/Studio Manager
- Monitor individual performance of each Artist and coach them for better performance in sales techniques, Artistry and customer service.
- Plan and execute events to generate incremental sales
- Understand M·A·C Social Media and Omni Channel initiatives and leverage them to drive business.
- Understanding the surrounding competition and competitive activities to protect business performance.
- Leverage collaborative relationships with surrounding business and mall management to explore mutually beneficial event opportunities

Deliver 5 Star Customer Service
- Cultivate a consumer obsessed culture that sends a clear message of customer as the #1 priority
- Prioritize presence as the sales floor leader. Inspire, motivate and coach on all elements of MAC selling skills and Artistry.
- Hold each Artist accountable for the quality of their customer service while maintaining zero tolerance of customer complaints.
- Cultivate and uphold a customer loyalty obsessed environment to drive repeat business and customer satisfaction.
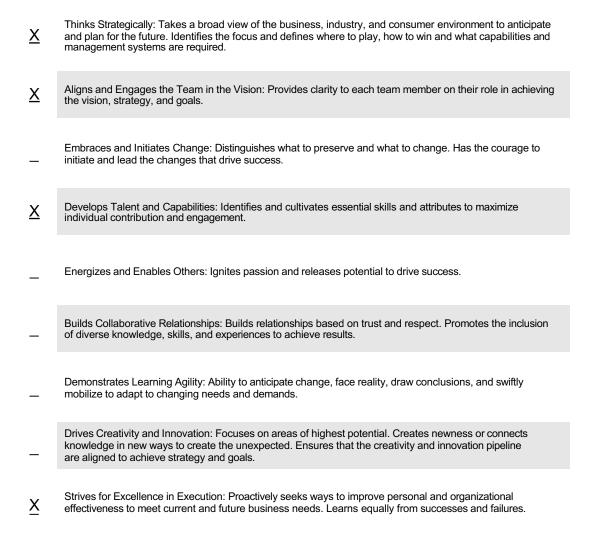
Develop and Manage Talents and Capabilities of the team
- Foster behaviours that create a team selling environment
- Manage the progressive disciplinary process by proactively addressing poor performance, attendance or conduct issues. Collaborate with Education to provide all team members access to My M·A·C X and adequate training opportunities to achieve certifications in a timely manner.

ESTĒE LAUDER COMPANIES

STORE MANAGER JOB DESCRIPTION

HIGH-TOUCH LEADERSHIP COMPETECIES

The High-Touch Leadership Competencies provide the framework to build and grow the skills, knowledge, and behaviors in each employee to lead from every chair. Everyone is expected to lead in every position. All of the High-Touch Leadership Competencies are important to success. However, in each position there are three competencies that are imperative for job success.

Please select at least three competencies.

X   **Thinks Strategically:** Takes a broad view of the business, industry, and consumer environment to anticipate and plan for the future. Identifies the focus and defines where to play, how to win and what capabilities and management systems are required.

X   **Aligns and Engages the Team in the Vision:** Provides clarity to each team member on their role in achieving the vision, strategy, and goals.

—   **Embraces and Initiates Change:** Distinguishes what to preserve and what to change. Has the courage to initiate and lead the changes that drive success.

X   **Develops Talent and Capabilities:** Identifies and cultivates essential skills and attributes to maximize individual contribution and engagement.

—   **Energizes and Enables Others:** Ignites passion and releases potential to drive success.

—   **Builds Collaborative Relationships:** Builds relationships based on trust and respect. Promotes the inclusion of diverse knowledge, skills, and experiences to achieve results.

—   **Demonstrates Learning Agility:** Ability to anticipate change, face reality, draw conclusions, and swiftly mobilize to adapt to changing needs and demands.

—   **Drives Creativity and Innovation:** Focuses on areas of highest potential. Creates newness or connects knowledge in new ways to create the unexpected. Ensures that the creativity and innovation pipeline are aligned to achieve strategy and goals.

X   **Strives for Excellence in Execution:** Proactively seeks ways to improve personal and organizational effectiveness to meet current and future business needs. Learns equally from successes and failures.

ESTĒE LAUDER COMPANIES

WORKFORCE MANAGEMENT
*USRP ONLY

ESTĒE LAUDER COMPANIES — Workforce Management

THE RIGHT PEOPLE AT THE RIGHT TIME AT THE RIGHT PLACE

Associate FAQ – Blue Yonder Workforce App

As of 5/16/2021, all direct pay non-exempt hourly employees must use the WFM application to punch in and out of their shifts and meals/breaks. Starting May 16th, employees may no longer use VRS to submit hours. Reminder: As part of this transition, all doors will move to a Sunday-Saturday pay week.

To make it easy for our associates, we are providing a mobile app that can be used for Workforce related tasks such as schedules and timekeeping. Review the app and provided training materials for its new functionalities.

Where do I get the new WFM App?
This app is called **Blue Yonder Workforce** and it can be downloaded from the Android Play Store or the Apple Store. Scan the QR code below or search the respective app stores to locate.

Android	Apple
Blue Yonder Workforce – Android	Blue Yonder Workforce - Apple Store

I have the app on my mobile device - how do I login?
First time you open the app, it will ask you for a Customer Key.
- ✓ Enter Customer Key: **ELC-PROD** (first login only)
- ✓ Username: **Your ELC Employee Number**
- ✓ Initial Password: **Welcome1** (Capital W).

Change your password from initial *Welcome1* to a unique password you will remember, using 8 characters, one capital letter and one number or special character. Going forward, you will use your employee ID and the new password to log into the app.

I am ready to clock into my scheduled shift – What do I have to do?
To record your time, you must
- ✓ be physically present at your job location
- ✓ be scheduled in the WFM system
- ✓ have Location Services enabled in your device (iOS or Android) settings
- ✓ punch in and out per your schedule
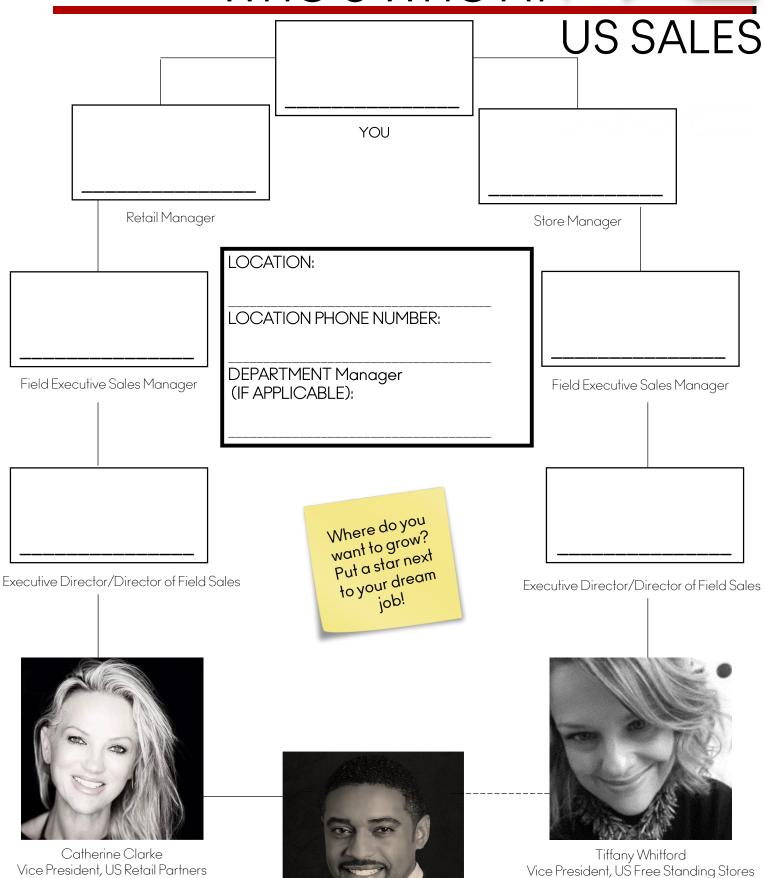
If you are physically present at your store, clocking per your scheduled shift and have location services enabled but still cannot punch in, please contact your Manager, Account Executive or FESM. They will enter your punches for the day and notify the WFM team.
Hourly Managers - to clock, change your role from "Leadership" to "Associate" within the app.

I have forgotten my WFM password – how do I reset it?
Any manager or Field Leader can reset your password for WFM. You no longer need to call the Retail Help Desk or OneSource.

WHO'S WHO AT M·A·C
US SALES

_____
YOU

_____
Retail Manager

_____
Store Manager

_____
Field Executive Sales Manager

_____
Field Executive Sales Manager

LOCATION:

_____
LOCATION PHONE NUMBER:

_____
DEPARTMENT Manager
(IF APPLICABLE):

_____

_____
Executive Director/Director of Field Sales

_____
Executive Director/Director of Field Sales

Where do you want to grow? Put a star next to your dream job!

Catherine Clarke
Vice President, US Retail Partners

Andre Branch
Senior Vice President/General Manager

Tiffany Whitford
Vice President, US Free Standing Stores

WHO'S WHO AT M·A·C
US EDUCATION

_____

Your Regional Education Trainer(s)

_____

Senior National Artists

Rebecca Murphy
Trainer, Service
Experience Team

Mike Osborne
Manager,
Education Content
Development

Esther Lee
Manager, Digital
Education

Tahnee Nolasco
Manager,
Service
Experience Team

Stacy Maki
Field Executive
Education Manager
West

Jessica Villarroel
Field Executive
Education Manager
Central

Derrick Smith
Field Executive
Education Manager
East
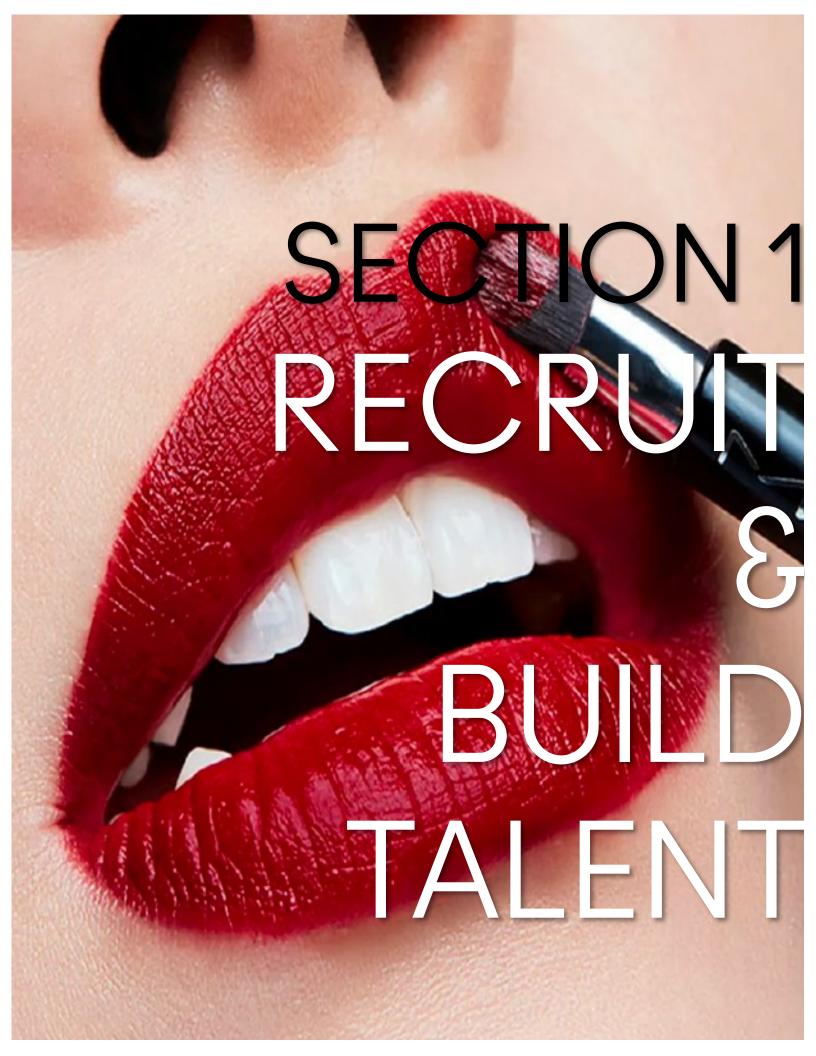
Chantel Miller
Director, Artistry & Content

DeMia Keppel
Executive Director, Education & Artistry

Where do you want to grow? Put a star next to your dream job!

SECTION 1

RECRUIT

&

BUILD

TALENT

ESTĒE LAUDER COMPANIES

Manual Employee POS Referral Form

This form should only be submitted when receiving a system error message in Taleo and must be received prior to the candidate's start date

Date:	

REFERRAL CANDIDATE INFORMATION	
Candidate Name (Last, First):	
Email Address:	
Position Applying for:	
Requisition ID #:	
Relationship:	
Contact Number:	

EMPLOYEE INFORMATION	
Employee Name (Last, First):	
Employee ID #:	
Position Title:	
Brand:	
Email Address:	

MONTHLY POS REVIEW FORM

Monthly Performance Touch Base	Fiscal Year:

Employee #		Date of Review	
Name			
Position		Location	

10
MACgic / You Kept Me at Goodbye

Client Outreach via text, call or email

5
Wow Moments

Phase 1 – VTO
Phase 2 – Foundation Sampling

1
MAC Advocate
Connect with 1 non-MAC associate to increase brand awareness and support

What will you be focusing on?	What action(s) will you take?	When will you complete it by?
SALES PERFORMANCE – PLAN / LY, AUS/IPT: CLIENTELE – TOTAL % INCREMENTAL REVENUE GENERATED/ VIP – VIRTUAL EXPERIENCES HOSTED /	•	

———— Section Break ————

Successes	Opportunities

Rating	Rating Category	Rating Summary	Monthly Rating
🔴	Needs significant improvement	Contributions were inconsistent. Did not leverage HPLC.	
🟡	Makes a contribution	Achieved partial results, displayed inconsistent performance and required regular assistance. Leveraged some HPLC.	
🟢	Successful	Achieved results and key business goals. Sometimes exceeded job requirements and leveraged HPLC	
🟡	Exemplary	Exceeded key business goals and often exceeded job requirements. Often achieved high performance and demonstrated HPLC	

Place "X" in appropriate box

Employee Signature:

ORG EMPLOYEE REFERRAL

Global Talent Technology

Quick Reference Guide – Employee Referral
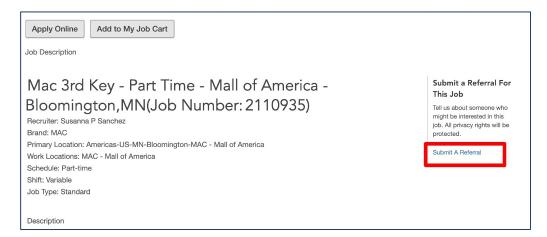
1. Log into Internal Career Site with Employee ID and password.
(https://elcompanies.taleo.net/careersection/internal/jobsearch.ftl)

ESTĒE LAUDER COMPANIES
Welcome. You are not signed in.

Job Search

Login

To access your account, please identify yourself by providing the information re
contact the Estée Lauder Service Desk.

Mandatory fields are marked with an asterisk.

* User Name (Internal Employees: Use your HRConnect ID)

* Password

Forgot your user name?
Forgot your password?

If you forgot your password, select **Forgot your Password?** Or contact OneSource.

Scan to login

2. Locate the role to refer someone for and select **Submit A Referral.**

Apply Online   Add to My Job Cart

Job Description

Mac 3rd Key - Part Time - Mall of America - Bloomington,MN(Job Number: 2110935)
Recruiter: Susanna P Sanchez
Brand: MAC
Primary Location: Americas-US-MN-Bloomington-MAC - Mall of America
Work Locations: MAC - Mall of America
Schedule: Part-time
Shift: Variable
Job Type: Standard

Description

Submit a Referral For This Job

Tell us about someone who might be interested in this job. All privacy rights will be protected.

Submit A Referral

Global Talent Technology

Quick Reference Guide – Employee Referral

3. Verify you Personal Information.

Referral for: Receptionist (Job Number: 217162)

| Personal Information | Upload A Resume | Candidate Information | Review and Submit |

Save and Continue   Quit

Personal Information

At any time, the candidate you are submitting can edit the information you have provided on his/her behalf.

Submit A Referral

The next pages allow you to refer someone to us. Please start by supplying some information about yourself before making your referral.

* Your First Name
Alina

* Your Last Name
Haik

Your Title

Your Department

* Your Email Address
ahaik@estee.ca

Save and Continue   Quit

4. Enter the Email Address of the person you are referring.

Referral for: Receptionist (Job Number: 217162)

| Personal Information | Upload A Resume | Candidate Information | Review and Submit |

Save and Continue   Quit

Personal Information

At any time, the candidate you are submitting can edit the information you have provided on his/her behalf.

Submit A Referral

The following information will help us verify if a record already exists in our database for the person you wan requested, then click "Save and Continue".

* Email address of the candidate that you are submitting

Save and Continue   Quit

*This will check if the candidate is not already in our database

5. Let us know why you want to refer this candidate!

| Personal Information | Upload A Resume | Candidate Information | Review and Submit |

Save and Continue   Quit

Personal Information

At any time, the candidate you are submitting can edit the information you have provided on his/her behalf.

Submit A Referral

Please explain why you are referring this candidate and highlight any relevant information.

Information about the referred person

Save and Continue   Quit

6. Optional: Upload their resume.

| Personal Information | Upload A Resume | Candidate Information | Review and Submit |

Save and Continue   Save as Draft   Quit

Upload A Resume

At any time, the candidate you are submitting can edit the information you have provided on his/her be

Resume Upload

You can submit personal and professional information by uploading a resume. The system will automa relevant information included in the resume and fill out part of the online submission. You can review th information and make the appropriate changes in the next steps.

If you do not upload a resume, you will need to fill out the online submission manually.

● I do not want to upload a resume.
○ I want to upload a resume.

Select the resume file to upload
Choose File   No file chosen

Note: Once the process is completed, please verify the fields containing values automatically extracted from the resume. manually correct or fill out some of them.

Save and Continue   Save as Draft   Quit
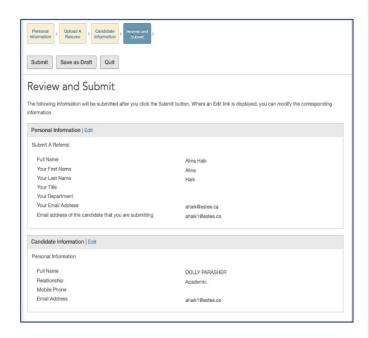
GLOBAL HUMAN RESOURCES

ESTĒE LAUDER COMPANIES

Global Talent Technology

Quick Reference Guide – Employee Referral

8. Provide details about the referred candidate.

Candidate Information

At any time, the candidate you are submitting can edit the information you have provided on his/her behalf.

Personal Information

Please enter all relevant personal information in the fields below. If you have questions or require further assistance, please contact your Human Resources Recruiter/Generalist.

* Relationship

Not Specified

* First Name

* Last Name

Mobile Phone

*Email Address

yesy@yesy123.com

9. Review and Submit!

Personal Information → Upload A Resume → Candidate Information → Review and Submit

Submit | Save as Draft | Quit

Review and Submit

The following information will be submitted after you click the Submit button. Where an Edit link is displayed, you can modify the corresponding information.

Personal Information | Edit

Submit A Referral

Full Name	Alina Haik
Your First Name	Alina
Your Last Name	Haik
Your Title	
Your Department	
Your Email Address	ahaik@estee.ca
Email address of the candidate that you are submitting	ahaik1@estee.ca

Candidate Information | Edit

Personal Information

Full Name	DOLLY PARASHER
Relationship	Academic
Mobile Phone	
Email Address	ahaik1@estee.ca

US-RETAIL EMPLOYEE DOCUMENTATION

Hover over blue text for tips

———— Section Break ————

Employee Information
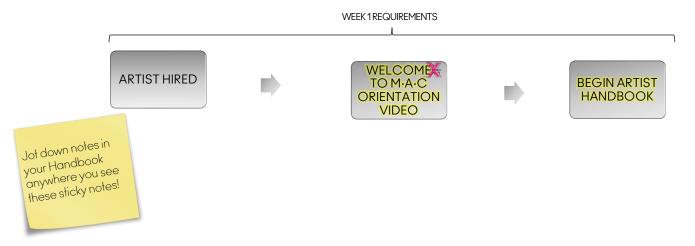
Employee Name:	Enter Name	**Date:**	Insert Date
Employee ID:	Enter #	**Job Title:**	Job Title
Manager:	Enter Name	**Work Location:**	Store Name

Level of Documentation (select one)

☐ Written Counseling   ☐ Written Warning   ☐ Final Warning

Type of Offense

☐ Productivity   ☐ Standards of Conduct/Performance

Select

Select

Previous Action: Select   **Date Administered:** Click or tap to enter a date.

Summary Details of Violation

Productivity Details

Double click on table to enter information

Productivity

Sales Month	Date	Store Goal	Store Actual	(+)Up/ (-)Down	EE Goal	EE Actual	(+)Up/ (-)Down
				#DIV/0!			#DIV/0!
				#DIV/0!			#DIV/0!
				#DIV/0!			#DIV/0!
				#DIV/0!			#DIV/0!
				#DIV/0!			#DIV/0!
				#DIV/0!			#DIV/0!

Action Plan

It is expected that you show immediate and sustained improvement in the above outlined areas. I am available to assist you and provide guidance in areas where you require additional support.

Failure to demonstrate immediate and sustained improvement may result in further disciplinary action up to and including termination.

By signing this form, you confirm that you and your manager have discussed the document. Signing this form does not necessarily indicate that you agree with this document.

Acknowledgement of Receipt of Document

_____

Employee Signature & Date

_____

Manager Signature & Date

ARTIST DEVELOPMENT

M·A·C

NEW Artist LEARNING JOURNEY

WEEK 1 REQUIREMENTS

ARTIST HIRED → WELCOME TO M·A·C ORIENTATION VIDEO → BEGIN ARTIST HANDBOOK

Jot down notes in your Handbook anywhere you see these sticky notes!

REQUIRED WITHIN FIRST 3 MONTHS

SCHEDULE FOR BASIC TRAINING → COMPLETE ARTIST HANDBOOK → ATTEND BASIC TRAINING →

REQUIRED WITHIN FIRST 6 MONTHS

GAIN ACCESS AND START UTILIZING MMX → VIEW AMP IT UP TRAININGS → BEGIN CERTIFICATION JOURNEY

That way you can reference your questions, goals, and thoughts later!

QUARTERLY TRAINING PATH (ONGOING)

ATTEND QUARTERLY TRAININGS → SERVICE EXPERIENCE AMP IT UP TRAININGS → MONTHLY GO LEARN ACTIVITIES

Remember your Manager can help with any questions that come up!

M·A·C COSMETICS

This symbol denotes learnings on our digital learning app MyMACX. If you do not yet have access to MMX please use M·A·C On Demand. Login information follows in subsequent pages.
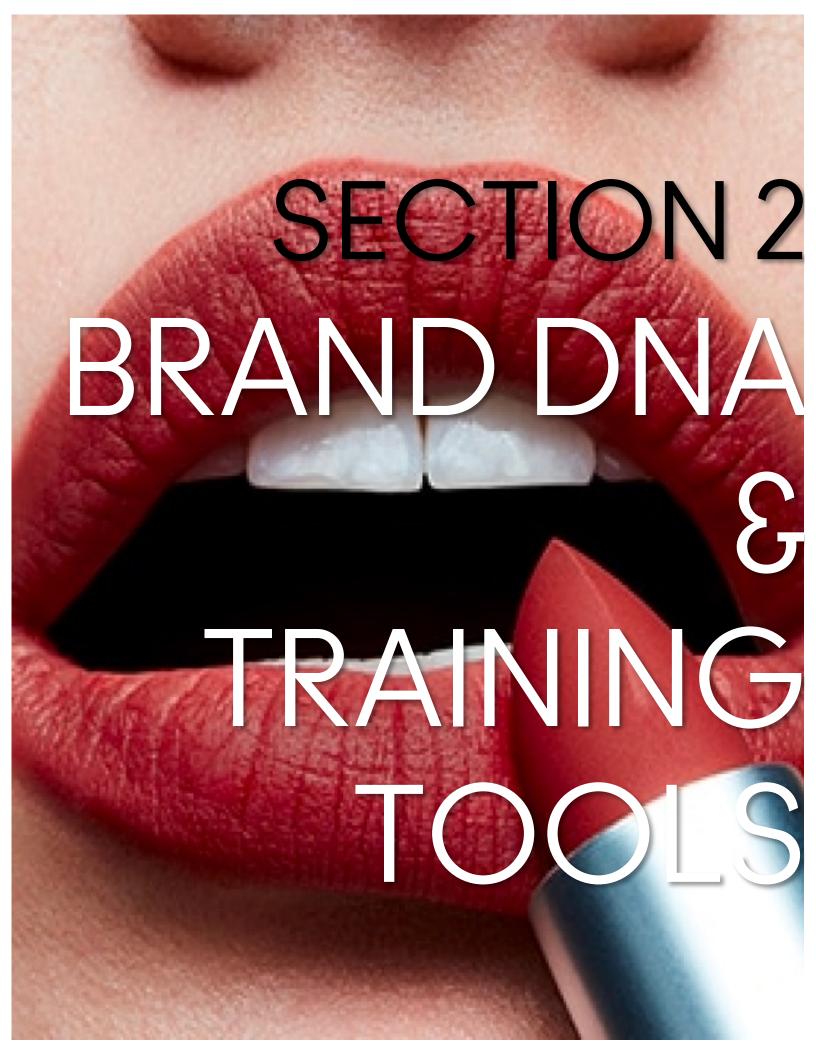
Artist DEVELOPMENT

M·A·C Artist LEARNING AND DEVELOPMENT JOURNEY

WEEK 1:
- Receive Artist Portfolio and review pages 1-10 with your Manager
- Begin activities in Artist Portfolio
- Download and log-in to My M·A·C X/MMX (payroll) or navigate to M·A·C On Demand/MOD (Nordstrom/Dillard's). Log-in instructions can be found in Artist Portfolio.
- Watch the Welcome To M·A·C Orientation Video on MMX or MOD
- Begin Artistry development (your Manager will schedule time with you during your first week to introduce you to M·A·C Artistry)
- Follow your local Education regional handle on Instagram for Artistry and product education

FIRST THREE MONTHS:
- You will be scheduled for Basic Training and receive an email from education@maccosmetics.com please select the RSVP option on this email immediately upon receipt
- Complete Artist Portfolio prior to your Basic Training attendance
- Continue Artistry development by practicing the skills learned in Basic Training on Customers and ask for feedback from your Manager and fellow Artists.
- Begin your Skill Certification Journey

FIRST SIX MONTHS:
- Navigate to MMX/MOD and view the Amp It Up Training series (Loyalty Is Royalty, Building The Basket, Overcoming Objections, Art Of Multitasking)
- Navigate to MMX/MOD and view the most recent Virtual Artistry Series
- Continue your Skill Certification Journey

TRAINING PATH:
- Attend quarterly trainings (as appropriate)
- Attend Amp It Up! Service trainings (as appropriate)
- Monthly Go Learn Activities (will be provided by your Manager and completed via MMX/MOD)

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M·A·C NOTES

SECTION 2

BRAND DNA

&

TRAINING TOOLS

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 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.

BRAND PILLARS

ARTISTRY

M·A·C has nearly makeup Artists all over the world! Our Artists' makeup Artistry, trend and product knowledge and most importantly, their ability to generously share this expertise with our Customers, is what makes M·A·C the world's leading makeup Artistry brand.

INDIVIDUALITY

Individuality is expressed in our appreciation of the uniqueness of each Customer, the creativity of our Artists, the appearance of our Artists, our ability to meet the needs of each and every Customer through our extensive product and shade range and personalized service approach.

COMMUNITY

Our goal is to create a welcoming and inspiring community that includes our Customers, professional makeup Artists, social media influencers and you! Check out maccosmetics.com and our social media channels (Twitter, Facebook, Instagram, YouTube)/

TREND

Our colour collections, our visuals and our Artists all reflect the latest in trend. Our Artists share backstage, social and local trend with their Customers every day. M·A·C influences and helps to set trends through our participation in Fashion Weeks around the world.

SOCIAL ACTIVISM

M·A·C is involved in several consciousness programs that make a positive impact on the world. The M·A·C VIVA GLA,M Fund and Back to M·A·C are two examples of how M·A·C supports the pillar of Social Activism.

VALUES & PRINCIPLES

Our Principles are simple: Clear Communication, Constant Collaboration and Trust will always lead us to our M·A·C DNA.

Our Values are what we bring with us when we interact with each other and our Customers.

Circle which Value and which Principle resonate with you the most and share with your Manager.

CLEAR COMMUNICATION

TUNED IN

In two-way dialogue with our Customers and each other. A curious student of our culture and your craft. Seek those who are rewriting the play book.

M·A·C DNA

STAY DIFFERENT

Defy convention to lead the way with a renegade spirit. Create, experiment, and constantly reinvent. Seize moments to do the unexpected.

TRUST

SOUL DEEP

Care for our work, our Customer, each other, and for the world.
Act with kindness and soul.

TRUST

OPEN UP

Respect the power of vulnerability. Lay our cards on the table with authenticity and a desire to win as One Team.

M·A·C DNA

WHAT WOULD RU DO?

Have fun. Lust for life. Channel creative passion. Don't be afraid to fail and try again. Play!

CONSTANT COLLABORATION

BRING IT

A humming confidence. Strong opinions, lightly held. Embrace creative tension to propel us forward with momentum.

MAC GRATIS AWARD PROGRAM

Provided by: ELC BEAUTY PERKS

All MAC Retail Partner and FSS staff will receive an allotment of MAC Gratis Awards on ELC Beauty Perks.
Benefits:
MAC staff will redeem their Gratis (EMS) awards on-line and have product delivered to their personal address.

New Hire Awards are a one-time award and released on the 15th and 30th of each month.
(example: start date at MAC 5/15/21; new hire award will release on the 30th of the month)

Important Information on ELC Beauty Perks:
Each Gratis award includes free shipping

If a product is out of stock after an order is placed, the Gratis dollars used on that product will be added back to your account

There is the option to place an online order against the out-of-stock balance during the current award period, however there will be a flat $5 shipping cost associated (shipping charges must be paid for using a credit/debit card)

Once Gratis dollars have been fully exhausted, a credit/debit card can be used to pay for additional products exceeding the Gratis entitlement (for example, if an order totals $420 and $400 is the value of the Gratis award, the difference of $20 can be paid by credit/debit card)

MAC staff will also have access to the Sale section (all brands). Sale items can be paid using a credit/debit card (Gratis cannot be applied to Sale items)
Important Reminders:
Product are purchased at the retail price
All sales are final and returns & exchanges are not accepted
Products can ship to APO/FPO addresses, however we cannot ship to P.O. boxes

For any questions or problems regarding Gratis inquiries (including balances, shipments, order status, password resets), please contact customerservice@elcbeautyperks.com
All Gratis awards expire on December 31st
Gratis amounts reset at the start of each calendar year. Unused dollars cannot carry over to the next calendar year.

SOCIAL MEDIA GUIDELINES

OVERVIEW

As a leading beauty brand in the digital space, we invite and encourage you to share your love for M·A·C Cosmetics through your personal social media channels.

The social media landscape is ever-changing. New platforms launch as others fade into the background. The following social media guidelines are intended to provide direction to all M·A·C Cosmetics employees on the appropriate ways to post about the Brand on personal social media accounts.

GENERAL GUIDELINES

All official "M·A·C" handles are created and managed by the Brand. To avoid confusion, please do not create "M·A·C" or M·A·C related accounts on any social media platform.

Please exercise caution when creating M·A·C related hashtags.

Official hashtags are released from the Global Brand, Education, and your Regions.

PROPRIETARY INFORMATION

Unless the M·A·C Brand has publicly announced the news, please do not share the following Brand information:

- Upcoming Product Launches – including products' names, line-ups and visuals

- Designer Collaborations

- MAC/Viva Glam Spokespeople

- If you're not sure whether we have made an official announcement, please check official Brand social media platforms. A visual that has been revealed on social media may be shared.

Please do not disclose any confidential information from M·A·C trainings at any time. This includes all marketing documents, product images, product and brand information from Attendee Workbooks, My M·A·C X, and Facilitator PowerPoints. Sharing this information ahead of schedule can jeopardize contractual agreements and put the Brand at legal risk.

BRAND MOUTHPIECE

Please be respectful to everyone.

Do not engage in negative conversations around the Brand, even to come to the Brand's defense.

Do not speak negatively of anyone, including coworkers, partners, affiliates and celebrities.

SO, REMEMBER - KEEP IT REAL. KEEP IT FUN. BUT MOST IMPORTANTLY,

USE COMMON SENSE.

SOCIAL MEDIA GUIDELINES

1. USE COMMON SENSE.
What's Smart: Be respectful. Do not speak negatively of anyone, including co-workers, employees, customers, vendors, competitors or celebrities.
What's Not: Saying something you wouldn't want printed on the front page of a newspaper or that would reflect negatively on you or the Company. Remember, online content can live forever!

2. BE YOURSELF AND BE TRANSPARENT.
What's Smart: Be upfront and always disclose that you are working for the Company or a Brand when discussing the industry, the Company, its brands or its products. Let people know you are sharing your personal opinions, not those of the Company.
What's Not: Pretending to be someone you aren't and violating the trust of your community, e.g. using a fake name to post.

3. SHARE NEWS THAT IS ALREADY PUBLIC INFORMATION.
What's Smart: When sharing your excitement about a product launch, event or Company program, stick to publicly known facts.
What's Not: Sharing confidential or proprietary information such as unannounced product launches or collaborations.

4. SHARE EXCITEMENT, NOT CLAIMS.
What's Smart: "I love the new Clinique moisturizer. It is really great!" (Remember to disclose who you are and that you are sharing your personal opinion).
What's Not: Making specific product performance claims, e.g., "The new Clinique moisturizer made me look 15 years younger!" or, promoting competitive products or brands to a degree that becomes a conflict of interest.

5. KNOW YOUR STUFF AND KNOW WHEN YOU DON'T KNOW.
What's Smart: Exercise sound judgment and common sense when deciding if and when to comment or engage online. In any circumstance in which you are uncomfortable or uncertain about how and if to engage, don't engage.

What's Not: Trying to address tricky questions yourself or altering/deleting content without acknowledging that it has been altered.

6. LET THE CONSUMER BE HEARD.
What's smart: Let consumers get most of the airtime on brand sponsored social media sites.
What not: Posting or commenting on brand sponsored sites so often that consumers and the designated brand voice are hard to hear.

7. KEEP YOUR COOL.
What's Smart: Think twice before you post or jump in. Some comments are best left alone.
What's Not: Getting into a contentious conversation or heated debate online.

8. USE IT, BUT DON'T ABUSE IT.
What's Smart: Limit personal use of social media and online communications at work, just as you would any other form of personal communication.
What's Not: Spending too much time at work on social media outside of your job responsibilities.

Don't forget to post using the #MACBASICTRAINING2022 and always remember to also include #MACCosmetics and tag @MACCosmetics for your posts to be featured on all of our social feeds.

APPEARANCE /HYGIENE MUSTS

Keep in mind the below "M·A·C Image Musts" when going throughout your day at your location. It's crucial that you understand these expectations and abide by them at all times. By following the below guidance, you guarantee a great Customer experience and help to uphold M·A·C's brand image.

1. ALWAYS WEAR FASHIONABLE, TREND-BASED MAKEUP –ALL MAC & ONLY MAC.

WEAR ONLY WHAT YOU CAN SELL.

2. BRUSH BELTS MUST BE WORN AT ALL TIMES.

BRUSHES MUST BE CLEAN AND SANITIZED.

3. MAINTAIN A WELL – GROOMED LOOK DURING THE WORKING DAY.

TOUCH UPS SHOULD BE OUT OF SIGHT.

4. KEEP YOUR HANDS IN GOOD CONDITION.

IF YOU SMOKE, WASH HANDS & BRUSH TEETH BEFORE RETURNING TO WORK.

5. ACCESSORIES MUST BE METALLIC. GEMS OR WOOD SHOULD BE KEPT MINIMAL.

MAC PIN/JEWELRY MUST BE WORN.

6. FRESH BREATH IS ALWAYS BEST.

FRAGRANCES SHOULD NOT OVERPOWER.

7. MAINTAIN OPEN BODY LANGUAGE AND GOOD POSTURE.

SMILE AT ALL TIMES!

8. CELL PHONES ARE ONLY PERMITTED WHEN COLLABORATING WITH GUESTS. NO PERSONAL USE.

9. PROFANITY IS NOT PERMITTED AT ANY TIME WITH GUESTS OR COLLEAGUES.

10. BE FASHIONABLY DRESSED IN 100% AU CURRANT MAC BLACK.

GOODCOUNTER PRACTICES

How we create a welcoming and safe place to explore and experience makeup.

ARTIST

How our Artists set the standard.

HANDS

- Where available wash hands with soap and water for at least 20 seconds.
- Use hand sanitizer before and after every Customer, in front of the Customer, and whenever you arrive at or return to Counter.
- Offer hand sanitizer to your Customer.

CONTINUED USE OF PPE

- When applicable, employees can wear company provided face masks and/or while inside the store.
- With or without gloves, it is essential to sanitize hands frequently, as gloves can transmit the virus as easily as bare hands.
- When performing Services, employees can wear protective eyewear or face shields in addition to the company provided face masks.
- Refer to local government guidelines on the use of PPE and social distancing requirements in applicable doors.

ENVIRONMENT

How we maintain the cleanliness of our store re

SURFACES

- Always ensure to use the appropriate cleanser for the surface.
- Glass should be cleaned using glass cleaning sprayer liquid (e.g. Windex Glass Cleaner).
- Wood surfaces should be cleaned with warm soapy water.
- All other surfaces should be cleaned then sanitized with EPA or Local Government approved disinfectant or 60+% alcohol spray/wipes. Do not use products containing bleach.
- Between each service, always sanitize makeup stations with EPA or Local Government approved disinfectant or 60+% alcohol spray/wipes. Do not use products containing bleach.
- Digital screens need to be sanitized with the same EPA or Local Government approved disinfectant or 60+% alcohol spray/wipes. Do not use product containing bleach. For a digital screen, it's important to spray the paper towel first and wipe gently, avoiding crevices.

Never apply cleaners directly onto counter surfaces or displayer.

1. Apply appropriate cleanser directly to paper towel or use wipe that is pre-saturated.
2. Wipe the surface.
3. Repeat as necessary with a new, clean paper towel or wipe.

DISPOSABLE TOOLS

How we enable our Customers to sample products and play.

DISPOSABLE APPLICATORS*

(Mascara spoolie, lip wand, eye liner brush, plastic spatula, etc.)

STORAGE:
To avoid contamination, all disposable applicators should be kept in sealed plastic bags or containers until ready for use, even in ToolBelts.

USAGE:
1. Dip applicator into the vial and pull it through the wiper system.
2. Discard applicator after the product has been applied.
3. If additional product is required, use a new disposable applicator. **NO DOUBLE DIPPING.**

LASH TESTER WAND (LASHBAR):
1. Clean lash tester wand with warm, soapy water as needed.
2. To sanitize, wipe lash tester wand with a tissue saturated in 60+% alcohol.
3. Allow to air dry before use.

SAMPLING / DRAMMING

1. Wipe all surfaces with a tissue saturated in EPA or Local Government approved disinfectant or 60+% alcohol spray/wipes. Do not use product containing bleach.
2. Allow to air dry before use.
3. Dispense sample portion of product into sample container.
4. Disinfect the sample container after it has been filled.
5. Label sample container with name of product it contains and put it into the bag for the Customer.

* When appropriate disposable applicator is not available or does not easily fit into the wiper system, you may dispense the product, either by using an alternative applicator to remove or pour/tap from the product onto a sanitized surface (petri dish, palette, etc.). Then, apply with an alternative disposable applicator or brush where applicable.

GOODCOUNTER PRACTICES

T O O L S

How we maintain the cleanliness of our tools.

BRUSHES

AFTER EACH USE:
1. Pour a small amount of Brush Cleanser onto fibre bundle and run across tissue until the product residue is removed.
2. To sanitize the brush, spray all areas of the fibre bundle directly with 60+% alcohol.
3. Re-shape the fibre bundle and let it air dry.
4. Wipe the handle of the brush with a tissue saturated in 60+% alcohol.
5. Once brush has been cleaned and sanitized, it can be returned to brushbelt.
6. Before each application, upon removing clean brush from brush belt, sanitize and dry the brush in front of every Customer by repeating steps 2, 3 and 4.

END OF SHIFT:
1. After removing product residue, soak all brushes for at least five minutes in a shallow layer of M·A·C Brush Cleanser or antibacterial soap.
2. Rinse with warm water.
3. Sanitize the brush by repeating step 2 above.
4. Re-shape the fibre bundles, wipe the handle of the brush with a tissue saturated in 60+% alcohol.
5. Once dry, store the clean and sanitized brushes in a drawer, cabinet or other covered container.

TOOL BELTS

1. Pour small amount of Brush Cleanser onto a tissue.
2. Wipe down the surface of tool belt to remove product residue.
3. Spray EPA or Local Government approved disinfectant or 60+% alcohol onto a clean tissue and wipe down the surfaces of the tool belt at the start of every shift.

METAL / PLASTIC TOOLS
(pencil sharpener, lash curler, palettes, Petri dish, spatulas, safety scissors, tweezers, lash applicator etc.)

1. Use a clean tissue to wipe off any excess product residue.
2. Apply 60+% alcohol spray/wipes to a paper towel, clean tissue or a cotton swab and wipe down surface of the tool.
3. Allow it to air dry before use.

PLEXI TOOLS (PALETTE)

1. Use a clean tissue to wipe off any excess product residue.
2. Apply 60+% alcohol spray/wipes to a paper towel, clean tissue or a cotton swab and wipe down the surface of tool.
3. Allow it to air dry before use.
4. Swatch sanitized product on plexi tool using a disposable applicator, then properly dipose of the applicator.
5. Hold plexi tool 1 inch away from Customer's forearm or hand. The tool should not directly touch the Customer's skin.

BEAUTYBLENDER

AFTER EACH USE:
Use only a clean beautyblender on Customers.
1. Sanitize before use by applying 60+% alcohol onto a tissue and lightly squeeze sponge in tissue.
2. Allow the sponge to air dry and proceed with your demonstration.
3. After use, place the used beautyblender in bin labelled "Used Sponges".

END OF SHIFT:
1. Saturate with water then swirl and compress onto blender-cleanser solid, working into a lather.
2. For deep cleaning, bounce beautyblender against pink silicone pad to pull makeup out.
3. Gently squeeze beautyblender and rinse until clean.
4. Squeeze away excess water with a towel and set out to dry completely in a clean, well-ventilated area.
5. To avoid mold, wet beautyblenders should never be stored in a Ziploc bag, a drawer or any closed space.
6. Allow blendercleanser solid to dry on the removable pad.

GOODCOUNTER PRACTICES

PRODUCTS*

How we sanitize products for Customer use. No double dipping.

CREAMS & LIQUIDS
(Foundations, concealers, creamy eye and cheek products)

1. Spray EPA or Local Government approved disinfectant or 60+% isopropyl alcohol onto a clean tissue and wipe down the tester primary packaging thoroughly. Let air dry before use.
2. Sanitize a black plastic spatula or Petri dish with 60+% isopropyl alcohol. Allow it to air dry.
3. Wipe dispensing tip or surface of product with a clean tissue and discard the tissue.
4. Transfer product to the disposable black plastic spatula or Petri dish.
5. Apply product from the disposable black plastic spatula or Petri dish using a sanitized tool or single use disposable applicator.

BULLET LIPSTICK

1. Spray EPA or Local Government approved disinfectant or 60+% alcohol onto a clean tissue and wipe down the tester primary packaging thoroughly. Let it air dry before use.
2. Swivel up the product.
3. Spray one or two pumps of 60+% isopropyl alcohol directly onto the lipstick bullet.
4. After a few seconds, remove the excess alcohol by wiping the surface of the bullet with a clean tissue.
5. Apply product with sanitized tool or a single use disposable applicator.
6. When finished, sanitize once more by repeating step 3.
7. When finished, sanitize once more by repeating steps 1 and 2.
8. Properly dispose of tissue and applicator or re-sanitize used tools.

PRESSED POWDER

1. Spray EPA or Local Government approved disinfectant or 60+% alcohol onto a clean tissue and wipe down the tester primary packaging thoroughly. Let it air dry before use.
2. Mist surface of powder with 60+% alcohol. Let dry completely (about 30 - 60 seconds). Do not wipe.
3. Use a sanitized tool or single use disposable applicator to pick up product.
4. When finished, mist the surface with 60+% alcohol and let it air dry.

LOOSE POWDER

1. Spray EPA or Local Government approved disinfectant or 60+% alcohol onto a clean tissue and wipe down the tester primary packaging thoroughly. Let air dry before use.
2. Sanitize sample container, palette or Petri dish with 60+% alcohol. Allow to air dry.
3. Use a black plastic spatula or sanitized tool to pick up product and transfer to the surface of a clean tissue, palette or Petri dish.
4. Apply powder from the clean tissue / palette / Petri dish using sanitized tool or a single use disposable applicator.

FALSE LASH APPLICATION

1. Measure the lash on the eye first, then trim lash using sanitized small scissors.
2. Clean and sanitize Lash Applicator and allow it to dry before using it on your Customer.
3. Squeeze adhesive onto a sanitized Petri dish/palette and allow it to become tacky before adding it to the lash band.
4. Hold the lash hairs then sweep the lash band across adhesive, adding a dot of extra adhesive to both ends of the lash.
5. Have Customer look down to apply lash. Allow adhesive to dry, then use a disposable wand to separate any glue from the lower lashes.
6. Always trim False Lashes prior to applying them to the Customer's eye.
7. Only apply False Lashes that have been purchased with you at the time of application. We do not apply previously used lashes or other makeup brands.

*Above the mask services available upon request by the Customer.
Customers may also request that the Artist wear a mask to perform a Service in Phase 5.

GOODCOUNTER PRACTICES

P R O D U C T S *

How we sanitize products for Customer use. No double dipping.

RETRACTABLE PENCIL

1. Spray EPA or Local Government approved disinfectant or 60% alcohol onto a clean tissue and wipe down the tester primary packaging thoroughly. Let it air dry before use.
2. Swivel up the product.
3. Spray one or two pumps of 60+% alcohol onto a clean tissue and wipe tip with tissue. Allow it to air dry.
4. Apply product with a sanitized tool or single use disposable applicator. Properly dispose of tissue and disposable applicator or re-sanitize used tools.
5. When finished, sanitize once more by repeating step 3.
6. Properly dispose of tissue and disposable applicator or re-sanitize used tools.

WOOD-CLENCHED PENCILS

1. Spray EPA or Local Government approved disinfectant or 60+% alcohol onto a clean tissue and wipe down the tester primary packaging thoroughly. Let it air dry before use.
2. Sanitize a pencil sharpener by wiping blade and components with a clean cotton swab saturated with 60+% alcohol. Wipe with a clean tissue.
3. Sharpen the pencil with the sanitized pencil sharpener.
4. Sanitize the pencil by spraying one or two pumps of 60+% alcohol onto a clean tissue and wipe the pencil. Allow it to air dry.
5. Apply the product directly or with a sanitized tool or single use disposable applicator.
6. When finished, sanitize the pencil again and return it to the beaker or displayer.

HYDRATING & FINISHING SPRAYS

1. Spray EPA or Local Government approved disinfectant or 60+% alcohol onto a clean tissue and wipe down the tester primary packaging thoroughly. Let it air dry before use.
2. Sanitize the spray opening by wiping the opening thoroughly with a tissue or cotton swab saturated with 60+% alcohol. Wait a few moments for the alcohol to evaporate before use.
3. Spray hydrating spray from the sanitized tester bottle onto the Customer's hand or face.
4. When finished, sanitize the tester bottle and spray the opening again and return to the displayer.

FLOW THROUGH BRUSH TIP

1. Spray EPA or Local Government approved disinfectant or 60+% alcohol onto a clean tissue and wipe down the tester primary packaging thoroughly. Let it air dry before use.
2. Wipe the tip of the product using a tissue saturated with 60+% alcohol, discard the tissue and allow the product to air dry.
3. Apply.
4. Before returning to the displayer, repeat step 2.

TUBES WITH APPLICATORS & MASCARA

1. Spray EPA or Local Government approved disinfectant or 60+% alcohol onto a clean tissue and wipe down the tester primary packaging thoroughly. Let it air dry before use.
2. Dip a single use applicator into the vial and pull it through the wiper system.
3. Discard the applicator after the product has been applied.
4. If additional product is required, use a new single use disposable applicator. **NO DOUBLE DIPPING.**

M·A·C WIPES

1. Spray EPA or Local Government approved disinfectant or 60+% alcohol onto a clean tissue and wipe down the tester primary packaging thoroughly. Let it air dry before use.
2. Sanitize a pair of tweezers or hands (where tweezers are not availalbe) and open the packaging.
3. Remove one M·A·C Wipe from the packaging and close packaging to prevent excess wipes from being removed.
4. If more than one wipe is removed, offer it to the Customer or discard appropriately.

*Above the mask services available upon request by the Customer.
Customers may also request that the Artist wear a mask to perform a Service in Phase 5.

DIGITAL TRAINING TOOLS

As a Leader it is critical for you to use all resources to; inspire, develop, increase product knowledge, prepare your team for new product launches and coaching to deliver the best service at M·A·C. Below are tools for Artists to self-navigate learning while the Manager provides guidance and feedback.

MY M·A·C X

My M·A·C X is a M·A·C lifestyle & learning hub for our Artists that will:
share exclusive, behind the scenes, insider information, build Artistry, service, social media and product knowledge skills.

Log in with your Single Sign-On password
- All users with an accurate email address in HR Connect have an account with our Single Sign-On (SSO) provider
- You'll use your SSO password to log into My M·A·C X

M·A·C ON DEMAND

For those with an ELC email or personal email in HR Connect:
Access all the videos for SUMMER 2022 at MAC.Brightcovegallery.com
For everyone without an ELC email or personal email in HR Connect:
- Yes! Go to: http://summer2022.brightcovegallery.com
- The password is: UpdateSUMMER22!

M·A·C DIGITAL PKM

The **Digital Product Knowledge Manual** is your go-to place for info on all M·A·C products.

Browse by... Product Category   Product Name   Key Ingredient

Access the **DIGITAL PKM** in 3 easy steps:

1 Website
WWW.ATDPKM.COM

2 Log On
Username: ATD_GLOBAL
Password*: Pkmwinter22!

3 Browse
to explore any M·A·C Product

DIGITAL TRAINING TOOLS

Each month there will be Go Learn Activities that come to you via Weekly Communications or M·A·C Central. These activities help drive service and selling by helping to ensure your Artists are well versed on new launch, service, and selling. Please cascade and follow-up each day.

GO LEARN ACTIVITIES

APRIL FY22

	ACTIVITY #1	ACTIVITY #2	ACTIVITY #3	ACTIVITY #1 / #2 / #3	
APR 3 - APR 9	MODULES — STUDIO RADIANCE MOISTURIZING + ILLUMINATING SILKY PRIMER (10 MIN) — STUDIO RADIANCE PRIMER	VIDEOS — M·A·C STACK MICRO BRUSH WITH ZACH (2 MIN) — *M·A·C HERO*	TOOLS — STUDIO RADIANCE MOISTURIZING + ILLUMINATING SILKY PRIMER / GLOBAL / ABOUT STUDIO RADIANCE MOISTURIZING (10 MIN) — STUDIO RADIANCE MOISTURE COLLECTION BRIEF	ACTIVITY #1 / ACTIVITY #2 / ACTIVITY #3	INITIAL WHEN COMPLETE
APR 10 - APR 16	MODULES — STUDIO RADIANCE MOISTURIZING + ILLUMINATING SILKY PRIMER KNOWLEDGE CHECK (5 MIN) — STUDIO RADIANCE KNOWLEDGE CHECK	TOOLS — PREP + PRIME FIX+ MAGIC RADIANCE / KEY BENEFITS (1 MIN) — *M·A·C HERO* — PREP + PRIMe FIX+ MAGIC RADIANCE	VIDEOS — #MACHACK RADIANT FINISH PREP + PRIME ESSENTIAL OIL (3 MIN) — *M·A·C HERO* — STUDIO FIX FLUID HACKS WITH BRYAN	ACTIVITY #1 / ACTIVITY #2 / ACTIVITY #3	INITIAL WHEN COMPLETE
APR 17 – APR 23	VIDEOS — GET THE LOOK: STUDIO RADIANCE MOISTURIZING ILLUMINATING SILKY PRIMER (2 MIN) — GET THE LOOK: STUDIO RADIANCE	VIDEOS — SKIN IS IN!! (2 MIN) — *M·A·C HERO* — STUDIO RADIANCE WITH ROBERT AND TEN	TOOLS — STUDIO RADIANCE FACE AND BODY RADIANT SHEER FOUNDATION / KEY BENEFITS / #MACHACKS (1 MIN) — *M·A·C HERO* — STUDIO RADIANCE FACE AND BODY FOUNDATION	ACTIVITY #1 / ACTIVITY #2 / ACTIVITY #3	INITIAL WHEN COMPLETE
APR 24 – APR 30	VIDEOS (3 MIN) — SHOW ME! STUDIO RADIANCE (LIGHT)	TOOLS (2 MIN) — LEVEL UP: MACSTACK (DEEP)	VIDEOS (3 MIN) — HISTORY OF LIGHTFUL WITH MEL SHIFFER	ACTIVITY #1 / ACTIVITY #2 / ACTIVITY #3	INITIAL WHEN COMPLETE

IN THE MY M·A·C X SEARCH FIELD, TYPE IN THE VIDEO NAME AND CLICK THE CATEGORY OF THE VIDEO.

SEARCH

PRODUCTS   VIDEOS   TOOLS   MODULES

M·A·C

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M·A·C

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M·A·C

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M·A·C

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M·A·C NOTES

SECTION 3

DRIVING SALES/SERVICE & BUILDING BRAND LOYALTY

M·A·C SERVICE EXPERIENCE

5 NON-NEGOTIABLES

The 5 Non-Negotiables are the backbone of our service experience at M·A·C. Each Non-Negotiable represents specific behavior that must be demonstrated with every Customer. Through the use of these simple service behaviors, we guarantee Customer satisfaction and loyalty.

5 NON-NEGOTIABLES

1 SMILE, IMMEDIATELY GREET AND NAME EXCHANGE. ASK OPEN-ENDED QUESTIONS: "HELLO & WELCOME TO M·A·C! MY NAME IS CATHERINE, PLEASE TELL ME YOURS", "WHAT BRINGS YOU IN TODAY?". FAIL, TRY.. FAIL, AND TRY.. AGAIN

2 **LISTEN** CAREFULLY TO WHAT THE CUSTOMER WANTS AND MEET THEIR NEEDS FIRST & FOREMOST. FAIL, TRY.. FAIL, AND TRY.. AGAIN

3 EMBODY PASSION FOR PRODUCT, DEMONSTRATION (ON HAND/FACE ETC), AND SELLING! FAIL, TRY.. FAIL, AND TRY.. AGAIN

4 **OFFER** 'WOW IN 15' IF THE CUSTOMER DESIRES. FAIL, TRY.. FAIL, AND TRY... AGAIN

5 EFFECTIVELY BUILD AND CLOSE THE SALE WITH CONFIDENCE. INVITE THEM BACK! FAIL, TRY.. FAIL, AND TRY.. AGAIN

Part of trying something new is asking for help! Utilize your Manager as a resource to help you master these behaviors. Circle which Non-Negotiable you want to work on most.

M·A·C SERVICE EXPERIENCE

You had me at hello ❤️

- WELCOME TO M·A·C! WHAT BRINGS YOU IN TODAY?
- AUTHENTICALLY NAME EXCHANGE
- SMILE! WELCOME YOUR CUSTOMER AS YOU WOULD A FRIEND INTO YOUR HOME WITHIN SECONDS
- POSITIVE BODY LANGUAGE
- USE TRAFFIC STOPPING TECHNIQUES TO INVITE CUSTOMERS INTO YOUR STORE/COUNTER

Artist as co-creator

- ASK QUESTIONS: *Open-ended that start with who, what, when, where, why, how and tell me*
- LISTEN WITHOUT INTERRUPTION AND REPEAT BY SUMMARIZING
- MEET THE CUSTOMER'S NEEDS FIRST AND FOREMOST
- OVERCOME OBJECTIONS

"M·A·C-gic"

- STORYTELLING/ #PRODUCTPOETRY AND CONFIDENTLY SUGGEST PRODUCTS THAT ADD VALUE (POWER OF 3)
- CONTINUE SUGGESTING PRODUCTS TO BUILD THE BASKET

WOW in 15

- SHARE TIPS AND TECHNIQUES FOR QUICK EVERYDAY MAKEUP ROUTINES AND LIFESTYLES
- QUICK MAKEUP THAT FOCUSES ON BROWS, MASCARA, LIPS
- 15 MINUTE FOCUS ON 1-2 FEATURES OF YOUR CUSTOMER'S CHOICE
- INVITE CUSTOMERS TO SPECIALTY EVENTS (I.E. VIP CLASSES, ONE-ON-ONE VIRTUAL APPTS, ETC.)

"YOU KEPT ME AT GOODBYE"

- THE GOODBYE GIVES THE LASTING IMPRESSION AND GIVES CUSTOMERS A COMPELLING REASON TO RETURN
- CONNECT WITH M·A·C.COM OR RETAILER OMNI AND USE SHOPPING TOOLS (CLICK AND RESERVE, ORDER ONLINE FROM IN STORE, ETC.)
- CREATE A PERSONALIZED INVITATION BACK AND THANK FOR VISITING
- GIVE AN UNEXPECTED PERSONALIZED SAMPLE
- ALWAYS ADD YOUR CUSTOMER TO YOUR CLIENT SYSTEM AND FOLLOW-UP USING 2-2-2. REMEMBER, LOYALTY IS ROYALTY.

M·A·C SERVICE EXPERIENCE

Artist AS CO-CREATOR – HERO QUESTIONS

Discovery Questions - Skin Perfecting

"If you have one, Tell Me about your skincare routine."

"Describe what the perfect foundation would do for you."

"How much time do you have to spend on perfecting your skin?"

"What M·A·C skin perfecting products have you tried in the past? What did you love about them? How could they have performed better?"

"Tell me more about your skin type (dry, oily, combo)?"

"Where do you feel you need coverage?"

Discovery Questions – Eye Looks

"Tell me...What eye products do you use on a daily basis?"

"Tell me how you feel about shimmer/glimmer/matte/velvet textures."

"What celebrity/influencer/trend looks have you always wanted to try?"

"Describe for me the most common colors/shades in your closet."

"How much time do you want to spend creating this new eye look?"

Discovery Questions – Lip Looks

"When was the last time you tried a M·A·C lipstick?"

"Describe for me (or show me) the shades you use most often"

"Tell me about the shades you're looking for."

"What colors/textures have you always wanted to try?"

"Tell me your thoughts on matte/cream/shine textures"

M·A·C SERVICE EXPERIENCE

LOYALTY IS ROYALTY- 2-2-2 FOLLOW UP

OBJECTIVE: After the customers instore experience your Artists should follow-up with their customers using the 2:2:2 method.
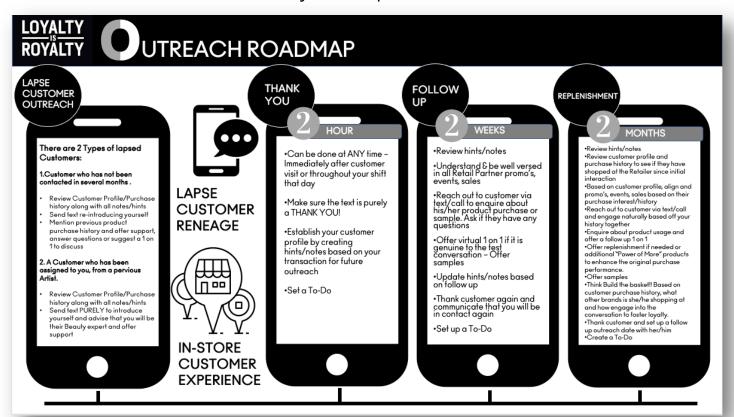
2 Artist should send an initial follow up (text etc.) after customer leaves the store within 2 hours and no longer then 2 days. Whatever time period makes sense based on their interaction. This follow up should be purely just to THANK THE CUSTOMER for spending time with them. This follow up should be PERSONAL based on their interaction (See example).

2 At 2 weeks a check in message is sent to the customer. This is to ensure the customers products are working for them and to offer additional support.

2 After 2 months, reach out to your customer to further support them and to check if they need replenishment.

LOYALTY IS ROYALTY | OUTREACH ROADMAP

LAPSE CUSTOMER OUTREACH

There are 2 Types of lapsed Customers:

1. Customer who has not been contacted in several months .

- Review Customer Profile/Purchase history along with all notes/hints
- Send text re-introducing yourself
- Mention previous product purchase history and offer support, answer questions or suggest a 1 on 1 to discuss

2. A Customer who has been assigned to you, from a pervious Artist.

- Review Customer Profile/Purchase history along with all notes/hints
- Send text PURELY to introduce yourself and advise that you will be their Beauty expert and offer support

LAPSE CUSTOMER RENEAGE

IN-STORE CUSTOMER EXPERIENCE

THANK YOU — **2** HOUR

- Can be done at ANY time – Immediately after customer visit or throughout your shift that day

- Make sure the text is purely a THANK YOU!

- Establish your customer profile by creating hints/notes based on your transaction for future outreach

- Set a To-Do

FOLLOW UP — **2** WEEKS

- Review hints/notes

- Understand & be well versed in all Retail Partner promo's, events, sales

- Reach out to customer via text/call to enquire about his/her product purchase or sample. Ask if they have any questions

- Offer virtual 1 on 1 if it is genuine to the test conversation – Offer samples

- Update hints/notes based on follow up

- Thank customer again and communicate that you will be in contact again

- Set up a To-Do

REPLENISHMENT — **2** MONTHS

- Review hints/notes
- Review customer profile and purchase history to see if they have shopped at the Retailer since initial interaction
- Based on customer profile, align and promo's, events, sales based on their purchase interest/history
- Reach out to customer via text/call and engage naturally based off your history together
- Enquire about product usage and offer a follow up 1 on 1
- Offer replenishment if needed or additional "Power of More" products to enhance the original purchase performance.
- Offer samples
- Think Build the basket!! Based on customer purchase history, what other brands is she/he shopping at and how engage into the conversation to foster loyalty.
- Thank customer and set up a follow up outreach date with her/him
- Create a To-Do

M·A·C SERVICE EXPERIENCE

LOYALTY IS ROYALTY- 2-2-2 FOLLOW UP

- o WELCOME/NAME EXCHANGE
- o INVESTIGATION
- o SERVICE AGREEMENT OFFERED AND UNDERSTOOD FULLY/OPTIONS OFFERED

TEXT EXAMPLES

Work with your FESM to create a good, example of an outreach text. Follow-up with your team to ensure all texts are up to this standard.

M·A·C SERVICE EXPERIENCE

M·A·C HEROES

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.

HEROES

POWER OF 3
3 WAYS TO POWER OF 3

WORKS BEST WITH...

Shows the Customer how a product can perform at its best.

Example: Eye Shadow **works best with** 24-Hour Extend Eye Base and a 217 Brush

LET'S FINISH THE LOOK...

Adding additional products to finish the Customer's look.

Example: Now that we've completed your metallic smoky eye, **let's finish the look** by adding a soft lip and cheek colour.

YOU MIGHT ALSO LIKE...

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

Example: That bright lip colour looks great on you! We also have some fun limited edition lipstick shades that **you might also like**!

M·A·C SERVICE EXPERIENCE

BUILDING THE BASKET

Talking Heroes can meet the Customer's needs, but when you introduce the Power of 3, you can build loyalty. Building the basket based on your Customer's needs, shows your
Customer that you are listening and tuning in, resulting in building trust.

Customers that come visit us with a shopping bag from other competitor brands signals to you that you have something in common: A LOVE OF MAKEUP!

A great way to build trust and a relationship with the Customers is literally in that bag! After greeting and name exchange, celebrate your Customer's purchase. Use OPEN ENDED /TED QUESTIONS to find out why they purchased that item. Restate and validate the Customer's purchase, to show you are interested and care.

You have completed **Name Exchange, Co-Creation** by asking **Open-ended & " TED" questions, Reinstate and Validate**. ...AND we celebrated their love of all makeup brands! The next step in building trust is to **Talk Heroes** to finish the look

M·A·C SERVICE EXPERIENCE *DIRECT PAY

POWER OF 3 + BUILD THE BASKET
EARNING POTENTIAL

HERO PRODUCTS

BUILD THE BASKET EARNING POTENTIAL

$19.00
LIPSTICK
BULLET

+

$19.00
LIP
PENCIL

= $38.00
x3%= $1.14

+

$19.00
PREP+PRIME
LIP

+

$36.00
STUDIO FIX
POWDER

+

$22.00
BRUSHSTROKE
24-HOUR LINER

= $77.00
x3%= $2.31

= $111.00
x3%= $3.45

$36.00
STUDIO FIX
FLUID SPF15

+

$24.00
STUDIO FIX
24-HR
CONCEALER

= $60.00
x3%= $1.80

+

$43.00
PREP+PRIME
NAT.
RADIANCE

+

$31.00
PREP+PRIME
FIX+

+

$43.00
130S SHORT
DUO FIBRE
BRUSH

= $117.00
x3%= $3.51

= $177.00
x3%= $5.31

$19.00
EYE
SHADOW

+

$23.00
PLW
PAINT POT

= $42.00
x3%= $1.26

+

$28.00
217S
BLENDING
BRUSH

+

$25.00
P+P 24-HR
EXTEND EYE
BASE

+

$20.00
EYE BROWS
STYLER

= $73.00
x3%= $2.19

= $115.00
x3%= $3.45

---

*Check with your Retailer on their specific commission rates and payout guidelines. This is a general guideline for calculating earning potential and the effects of building the basket.

M·A·C SERVICE EXPERIENCE

MULTIPLE CUSTOMERS

BASICS OF MULTITASKING

- o WELCOME/NAME EXCHANGE

- o INVESTIGATION

- o SERVICE AGREEMENT OFFERED AND UNDERSTOOD FULLY/OPTIONS OFFERED

- o STEPPING AWAY FROM YOUR CURRENT CUSTOMER WHEN NEEDED AND GIVE THEM SOMETHING TO DO

- o IDENTIFYING NEW CUSTOMERS NEED AND DESIRED EXPERIENCE

- o PROVIDE OPTIONS TO YOUR NEW CUSTOMER

- o STEP AWAY TO RETURN TO YOUR ORIGINAL CUSTOMER TO COMPLETE THEIR EXPERIENCE

- o RECONNECT WITH NEW CUSTOMER TO CONTINUE THEIR EXPERIENCE

WHAT OPTIONS CAN YOU PROVIDE YOUR CUSTOMERS WHILE THEY WAIT?

_____

_____

_____

Use the QR code to watch a video on Multitasking!

https://www.beautyqr.com/Zfo

M·A·C SERVICE EXPERIENCE

COACHING FOR THE WIN

The power of leaders to strengthen their team's skill set, through effective sales floor coaching.

SALES FLOOR MANAGEMENT
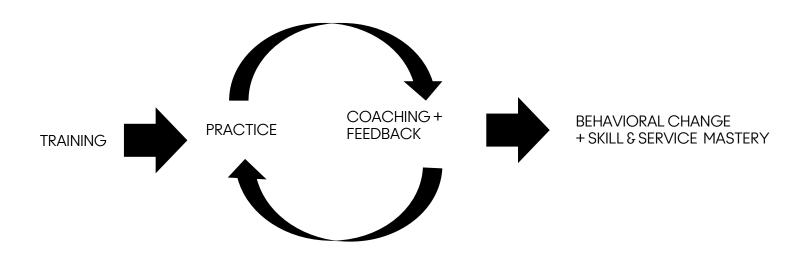
Make every customer count by building trust and loyal relationships. Welcome customers, name exchange, identify their needs and deliver a customized service

Ensure Artists provide the best customer experience

Observe and coach your team on Service, Artistry and Sales

Create a balanced, feedback-rich environment, that inspires your team to achieve results

COACHING FOR Artist DEVELOPMENT

TRAINING → PRACTICE ⟲ COACHING + FEEDBACK → BEHAVIORAL CHANGE + SKILL & SERVICE MASTERY

The crucial part of coaching is focusing on the specific behaviour you would like to see the Artist demonstrate. These desired behaviours can have a direct impact on both the standard of Service, Artistry & Sales that the Artist displays. In turn, this has a direct impact on their stats and overall business results.

M·A·C SERVICE EXPERIENCE

COACHING TECHNIQUES & COMMUNICATION

TO BE AN EFFECTIVELY COACH YOU MUST ESTABLISH TRUST.

THE FOLLOWING POINTS BUILD TRUST BETWEEN Manager AND Artist:
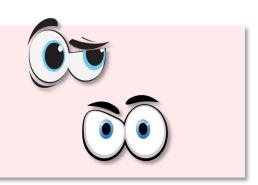
- TWO WAY COMMUNICATION
- HONESTY
- GENUINE INTEREST
- POSITIVE REINFORCEMENT
- HONOR YOUR COMMITMENTS
- ADMIT WHEN YOUR WRONG

As a Manager it is your role to create a balanced feedback rich environment, that inspires your team to achieve results. Most of your Artist coaching and feedback takes place on the sales floor, we call this see it, say it coaching.

SEE IT SAY IT FEEDBACK IS:

- ON THE SPOT FEEDBACK
- INSTANT RECOGNITION
- ENHANCE, MODIFY & IMPROVE BEHAVIOUR
- DIRECT, SPECIFIC & SOLUTION ORIENTED
- IMMEDIATE IMPACT

M·A·C SERVICE EXPERIENCE

COACHING CONVERSATIONS

Effective coaching requires a two-way conversation. Discovering your Artist perspective is a crucial part of See it, Say it coaching. This insures you don't make assumptions on key actions you may have missed. The quickest way to gain your Artists view is to ask **OPEN-ENDED** or **TED** questions.

OPEN-ENDED
- WHO
- WHAT
- WHEN
- HOW

TELL ME
EXPLAIN TO ME
DESCRIBE FOR ME

IDEA COACHING

Idea coaching is a great formula to keep in mind when delivering any type of coaching, whether it quick See it, Say It sales floor coaching or an in-depth coaching conversation off the floor.

I — IDENTIFY — SPECIFIC SKILL/BEHAVIOR

D — DISCUSS & DISCOVER — ASK OPEN-ENDED TED QUESTIONS

E — EMPOWER — MAKE COACHING PART OF THE SOLUTION

A — AGREE TO ACTIONS — COME TO A MUTAL PLAN OF ACTION

- ➤ REMEMBER NOT TO TAKE PARTIAL OWNERSHIP OF THE FEEDBACK GIVEN TO A TEAM MEMBER
- ➤ ELIMINATE ABSTRACTIONS
- ➤ AVOID PROVIDING ALL THE ANSWERS
- ➤ TUNE-IN TO NON-VERBAL SIGNALS

SKILL CERTIFICATION

Demonstrating M·A·C products on your customers requires an elevated level in both Artistry and service.
The skill certification journey helps you hone and perfect your service, communication and Artistry skills.

BASIC ARTISTRY SKILLS

Each of these skills are essential to providing exceptional makeup Artistry to your Customers.

BOLD LIP IN 10 MINUTES

FALSE LASHES IN 10 MINUTES

HIGHLIGHT & CONTOUR IN 15 MINUTES

BROWS IN 10 MINUTES

MASCARA & EYELINER IN 15 MINUTES

COMPLEXION + SKINCARE + PRIMER APPLICATION IN 15 MINUTES

Make note of the skills you want to work on and be sure to check out the Artistry on MMX or MOD
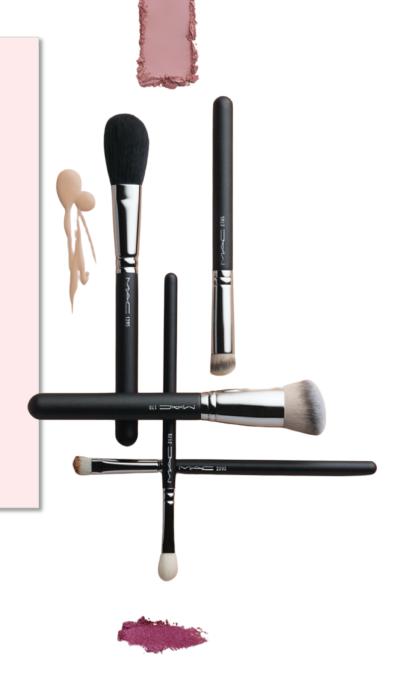
SKILL CERTIFICATION

WOW IN 15!

The Wow In 15 Certifications are designed to display your Artistry and service skills in one interaction. Both certifications aim to prepare you to give the best in service and Artistry to every Customer at M·A·C .

WOW IN 15 (1): FOCUSING ON A SINGLE FEATURE AND UTILIZING WHAT YOU KNOW ABOUT THE CUSTOMER TO FINISH THE LOOK

WOW IN 15 (2): EYE FOCUS FEATURE, SHOW & TEACH WITH THE CUSTOMER

INTRODUCING WOW IN 15!

TEXT ON HOW TO INTRO WOW IN 15

SKILL CERTIFICATION

MANAGER'S RESPONSIBILITY

PRE-CERTIFICATION

POST-CERTIFICATION

SECTION 4
BUSINESS TOOLS

DAILY COMMUNICATION SHEET

The Daily Communication Sheet is your roadmap to how you will drive your business and communicate with you team daily.
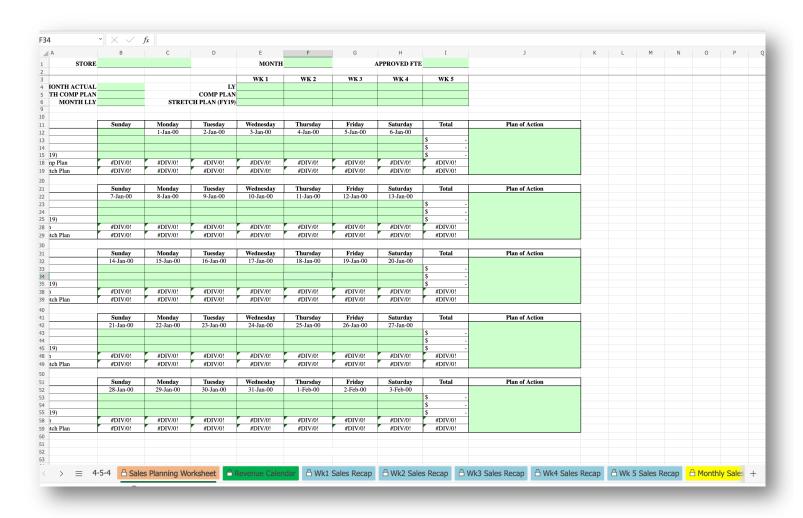
➢ Review with your FESM how to fill out each section and business calculations needed. Train your team too!

➢ Keep at counter for all to see. Keep in your files to refer to for future business planning and follow up.

➢ How will you follow up with your team on how they leverage this to drive their daily performance?

M·A·C DAILY COMMUNICATION SHEET

STORE NAME:						WTD ACTUAL:
STORE HOURS:						WTD GOAL:
MOD AM:		PM:		GOAL:	$1,300	WTD LY:
TOTAL HOURS:		WK SPH PLAN:		LY:		WTD AUS: IPT:

ARTIST	SHIFT	15 MIN BREAK	LUNCH	WEEKLY GOAL	DAILY GOAL	10 Loyalty Outreach	5 Foundation Samples	1 RM MAC Advocate Convo	% DAY	GOAL BY HOUR	TIME	READS	%	AUS	IPT	$$$ LEFT
											10:00					
									10%		11:00					
									10%		12:00					
									15%		1:00					
									10%		2:00					
									10%		3:00					
									10%		4:00					
									15%		5:00					
									10%		6:00					
									10%		7:00					
											8:00					
											9:00					
											10:00					
									100%		Close Total $					

ARTIST HOURLY PRODUCTIVITY READS:

	ARTIST NAME:	ARTIST NAME:	ARTIST NAME:	ARTIST NAME:	ARTIST NAME:	ARTIST NAME:	ARTIST NAME:	ARTIST NAME:
5 NN COMMITMENT								
5 NN RESULTS								
10AM								
11AM								
12PM								
1PM								
2PM								
3PM								
4PM								
5PM								
6PM								
7PM								
8PM								
9PM								
10PM								
PRODUCTIVITY ACTUAL:								

5 TAP NON-NEGOTIABLES

1. SMILE, IMMEDIATELY GREET AND NAME EXCHANGE. ASK OPEN-ENDED QUESTIONS "HELLO & WELCOME TO M·A·C! MY NAME IS CATHERINE, PLEASE TELL ME YOURS", "WHAT BRINGS YOU IN TODAY?" TRY, FAIL, LEARN, TRY AGAIN.

2. LISTEN CAREFULLY TO WHAT THE CUSTOMER WANTS AND MEET THEIR NEEDS FIRST & FOREMOST. TRY, FAIL, LEARN, TRY AGAIN.

3. EMBODY PASSION FOR PRODUCT, DEMONSTRATION (ON HAND/FACE ETC), AND SELLING! TRY, FAIL, LEARN, TRY AGAIN.

4. OFFER 'WOW IN 15' IF THE CUSTOMER DESIRES. TRY, FAIL, LEARN, TRY AGAIN.

5. EFFECTIVELY BUILD AND CLOSE THE SALE WITH CONFIDENCE. INVITE THEM BACK! TRY, FAIL, LEARN, TRY AGAIN.

"To bring JOY by sharing our passion for Makeup Artistry" To help our customers achieve natural and flawless skin

CHAT-INS		
TIME	EMPLOYEE	STRATEGY/OBSERVATIONS

SALES PLANNING

The Sales Planning document is your one stop shop for all your revenue planning information for the month. This will include last year sales, this year plans by day/week/month and a stretch plan if applicable. You will also find important commentary on any promotions or events happening in that month.   Once filled in, it feeds into your revenue calendar filling it out for you!

Review with your FESM all the elements of this tool.

REVENUE CALENDAR

This tool will allow you to track your daily performance to ensure you make your sales plans for each week and for the month. Review with your FESM the sections that you must update daily and where and how to obtain that information. Some of those sections include Actual sales, SPH and comments.

Why are comments so important to future business planning?

Month:	January-00		TY Actual:	$						
Fiscal Year:	FY22		TY Comp Plan:	$		Total $ from Social Selling	$	Total Clientele %		
Store Name:	0		LY:	$		Total $ from In Store Activation	$	Total $ from Clientele	$	
			TY Stretch Plan:	$						

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday			
Mtd A:	$	$	$	$	$	$	$	Mtd A:	TY # Transactions	
Mtd LY:	$	$	$	$	$	$	$	Mtd LY: $	MTD % to LY:	#DIV/0!
Mtd PL/Target:	$	$	$	$	$	$	$	Mtd PL/Target: $	MTD % to PL/Target:	#DIV/0!
Sph:	P: A:	P: A:	P: A:	P: A:	P: A:	P: A:	P: A:	Sph: P: A:	# OF OOS:	
WK #2	7-Jan-00	8-Jan-00	9-Jan-00	10-Jan-00	11-Jan-00	12-Jan-00	13-Jan-00	Week 2		
LY:	$	$	$	$	$	$	$	LY:	WK % to LY:	#DIV/0!
TY Comp Plan	$	$	$	$	$	$	$	TY Comp Pl:	WK % to PL/Target:	#DIV/0!
Stretch Plan (FY19)	$	$	$	$	$	$	$	Stretch Pl (FY19):		
Act:								Act:	Total $ Social Selling	
Comment:								Store/Dept %	Total $ In Store Activation	
# Trans								LY AUS/IPT	Clientele %	
AUS/IPT								TY AUS IPT	$ from Clientele	
Wtd A:	$	$	$	$	$	$	$	Wtd:	LY # Transactions	
Mtd A:	$	$	$	$	$	$	$	Mtd:	TY # Transactions	
Mtd LY:	$	$	$	$	$	$	$	Mtd LY: $	MTD % to LY:	#DIV/0!
Mtd PL/Target:	$	$	$	$	$	$	$	Mtd PL/Target: $	MTD % to PL/Target:	#DIV/0!
Sph:	P: A:	P: A:	P: A:	P: A:	P: A:	P: A:	P: A: 110.00	Sph: P: A:	# OF OOS:	15
WK #3	14-Jan-00	15-Jan-00	16-Jan-00	17-Jan-00	18-Jan-00	19-Jan-00	20-Jan-00	Week 3		
LY:	$	$	$	$	$	$	$	LY:	WK % to LY:	#DIV/0!
TY Comp Plan	$	$	$	$	$	$	$	TY Comp Pl:	WK % to PL/Target:	#DIV/0!
Stretch Plan (FY19)	$	$	$	$	$	$	$	Stretch Pl (FY19):		
Act:								Act:	Total $ Social Selling	
Comment:								Store/Dept %	Total $ In Store Activation	
# Trans								LY AUS/IPT	Clientele %	
AUS/IPT								TY AUS IPT	$ from Clientele	
Wtd A:	$	$	$	$	$	$	$	Wtd:	LY # Transactions	
Mtd A:	$	$	$	$	$	$	$	Mtd:	TY # Transactions	
Mtd LY:	$	$	$	$	$	$	$	Mtd LY: $	MTD % to LY:	#DIV/0!
Mtd PL/Target:	$	$	$	$	$	$	$	Mtd PL/Target: $	MTD % to PL/Target:	#DIV/0!
Sph:	P: A:	P: A:	P: A:	P: A:	P: A:	P: A:	P: A:	Sph: P: A:	# OF OOS:	
WK #4	21-Jan-00	22-Jan-00	23-Jan-00	24-Jan-00	25-Jan-00	26-Jan-00	27-Jan-00	Week 4		
LY:	$	$	$	$	$	$	$	LY:	WK % to LY:	#DIV/0!
TY Comp Plan	$	$	$	$	$	$	$	TY Comp Pl:	WK % to PL/Target:	#DIV/0!
Stretch Plan (FY19)	$	$	$	$	$	$	$	Stretch Pl (FY19):		
Act:								Act:	Total $ Social Selling	
Comment:								Store/Dept %	Total $ In Store Activation	
# Trans								LY AUS/IPT	Clientele %	
AUS/IPT								TY AUS IPT	$ from Clientele	
Wtd A:	$	$	$	$	$	$	$	Wtd:	LY # Transactions	
Mtd A:	$	$	$	$	$	$	$	Mtd:	TY # Transactions	
Mtd LY:	$	$	$	$	$	$	$	Mtd LY: $	MTD % to LY:	#DIV/0!
Mtd PL/Target:	$	$	$	$	$	$	$	Mtd PL/Target: $	MTD % to PL/Target:	#DIV/0!
Sph:	P: A:	P: A:	P: A:	P: A:	P: A:	P: A:	P: A:	Sph: P: A:	# OF OOS:	
WK #5	28-Jan-00	29-Jan-00	30-Jan-00	31-Jan-00	1-Feb-00	2-Feb-00	3-Feb-00	Week 5		
LY:	$	$	$	$	$	$	$	LY:	WK % to LY:	#DIV/0!
TY Comp Plan	$	$	$	$	$	$	$	TY Comp Pl:	WK % to PL/Target:	#DIV/0!
Stretch Plan (FY19)	$	$	$	$	$	$	$	Stretch Pl (FY19):		
Act:								Act:	Total $ Social Selling	
Comment:								Store/Dept %	Total $ In Store Activation	
# Trans								LY AUS/IPT	Clientele %	
AUS/IPT								TY AUS IPT	$ from Clientele	
Wtd A:	$	$	$	$	$	$	$	Wtd:	LY # Transactions	
Mtd A:	$	$	$	$	$	$	$	Mtd:	TY # Transactions	
Mtd LY:	$	$	$	$	$	$	$	Mtd LY: $	MTD % to LY:	#DIV/0!
Mtd PL/Target:	$	$	$	$	$	$	$	Mtd PL/Target: $	MTD % to PL/Target:	#DIV/0!
Sph:	P: A:	P: A:	P: A:	P: A:	P: A:	P: A:	P: A:	Sph: P: A:	# OF OOS:	

***REVIEW ACTUAL REVENUE CALENDAR

WEEKLY SALES BEHAVIOR TRACKER

The Weekly Sales Behavior Tracker captures each employees' personal daily/weekly sales performance. This document is the responsibility of each Artist to complete at the end of their shift. Managers too! You will inspect this tool daily to provide ongoing feedback on performance.
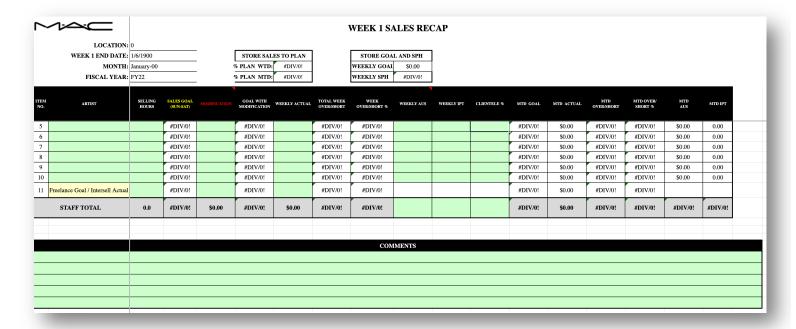
Review the must capture information with your FESM and how to use this as a coaching tool.

NAME _____ LOCATION _____ MONTH _____ WEEK _____

		SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	CUMULATIVE TOTALS	
		DATE	DATE	DATE	DATE	DATE	DATE	DATE		
		PL:	PL:	PL:	PL:	PL:	PL:	PL:	WTD PLAN	
		ACT:	ACT:	ACT:	ACT:	ACT:	ACT:	ACT:	WTD ACTUAL	
		VAR:	VAR:	VAR:	VAR:	VAR:	VAR:	VAR:	WTD VARIANCE	
COMMISSION EARNED	SPH	ACT X .03 =	ACT X .03 =	ACT X .03 =	ACT X .03 =	ACT X .03 =	ACT X .03 =	ACT X .03 =	ESTIMATED WTD COMMISSION EARNED	
		SALES / HOURS WORKED:	SALES / HOURS WORKED:	SALES / HOURS WORKED:	SALES / HOURS WORKED:	SALES / HOURS WORKED:	SALES / HOURS WORKED:	SALES / HOURS WORKED	SALES / HOURS WORKED	
		AUS/IPT:	AUS/IPT:	AUS/IPT:	AUS/IPT:	AUS/IPT:	AUS/IPT:	AUS/IPT:	AUS/IPT WTD	
		WTD:	WTD:	WTD:	WTD:	WTD:	WTD:	WTD:	MTD PLAN	
		MTD:	MTD:	MTD:	MTD:	MTD:	MTD:	MTD:	MTD ACTUAL	
THE WINNING FORMULA	10	LOYALTY ADDS:	LOYALTY ADDS:	LOYALTY ADDS:	LOYALTY ADDS:	LOYALTY ADDS:	LOYALTY ADDS:	LOYALTY ADDS:	MTD VARIANCE	
		LOYALTY FOLLOWUP:	LOYALTY FOLLOWUP:	LOYALTY FOLLOWUP:	LOYALTY FOLLOWUP:	LOYALTY FOLLOWUP:	LOYALTY FOLLOWUP:	LOYALTY FOLLOWUP:	LOYALTY ADDS:	LOYALTY FOLLOW UP:
	5	SAMPLE/VTO:								
	1	MAC ADVOCATE:								
MyMAX X	LEARN / BOARD									

WHAT BEHAVIORS HELPED YOU TO BE SUCCESSFUL TODAY? EX. REACHED OUT TO 7 CUSTOMERS THROUGH MYCLIENT, I GOT 1 RESPONSE WHICH RESULTED IN A $90 SALE. HAD A SIGNIFICANT NUMBER OF OOS, USED PRODUCT PO

WHAT DID YOU DO TO CONTROL THE CHALLENGES TODAY? EX. RECRUITING / CUSTOMER OUTREACH THROUGHOUT THE STORE - NOT JUST IN COSMETICS, CREATED CUSTOMER BUDLES WITH AVAILABLE PRODUCTS AND POSTED

WHAT DO I WANT TO ACCOMPLISH NEXT SHIFT?

EMPLOYEE INITIAL: _____ DATE: _____   MANAGER INITIAL: _____ DATE: _____

WEEKLY SALES RECAP

The Weekly Sales Recap is your report card showing sales and Key Performance Indicators (KPI) results by employee. Complete and deliver this to each employee weekly and monthly. Be sure to get their initials after you've reviewed.

Review with your FESM where you will find these results. Then, role play an example of this coaching conversation. Make the conversation a collaboration between you and your employee to help them understand the path to get to their $ Goals and you set the trajectory to achieve your store's goal.

M·A·C

WEEK 1 SALES RECAP

LOCATION:	0
WEEK 1 END DATE:	1/6/1900
MONTH:	January-00
FISCAL YEAR:	FY22

STORE SALES TO PLAN	
% PLAN WTD:	#DIV/0!
% PLAN MTD:	#DIV/0!

STORE GOAL AND SPH	
WEEKLY GOAL	$0.00
WEEKLY SPH	#DIV/0!

ITEM NO.	ARTIST	SELLING HOURS	SALES GOAL (SUN-SAT)	MODIFICATION	GOAL WITH MODIFICATION	WEEKLY ACTUAL	TOTAL WEEK OVER/SHORT	WEEK OVER/SHORT %	WEEKLY AUS	WEEKLY IPT	CLIENTELE %	MTD GOAL	MTD ACTUAL	MTD OVER/SHORT	MTD OVER/ SHORT %	MTD AUS	MTD IPT
5			#DIV/0!		#DIV/0!		#DIV/0!	#DIV/0!				#DIV/0!	$0.00	#DIV/0!	#DIV/0!	$0.00	0.00
6			#DIV/0!		#DIV/0!		#DIV/0!	#DIV/0!				#DIV/0!	$0.00	#DIV/0!	#DIV/0!	$0.00	0.00
7			#DIV/0!		#DIV/0!		#DIV/0!	#DIV/0!				#DIV/0!	$0.00	#DIV/0!	#DIV/0!	$0.00	0.00
8			#DIV/0!		#DIV/0!		#DIV/0!	#DIV/0!				#DIV/0!	$0.00	#DIV/0!	#DIV/0!	$0.00	0.00
9			#DIV/0!		#DIV/0!		#DIV/0!	#DIV/0!				#DIV/0!	$0.00	#DIV/0!	#DIV/0!	$0.00	0.00
10			#DIV/0!		#DIV/0!		#DIV/0!	#DIV/0!				#DIV/0!	$0.00	#DIV/0!	#DIV/0!	$0.00	0.00
11	Freelance Goal / Intersell Actual		#DIV/0!		#DIV/0!		#DIV/0!	#DIV/0!				#DIV/0!	$0.00	#DIV/0!	#DIV/0!		
	STAFF TOTAL	0.0	#DIV/0!	$0.00	#DIV/0!	$0.00	#DIV/0!	#DIV/0!				#DIV/0!	$0.00	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!

COMMENTS

***REVIEW ACTUAL WEEKLY SALES RECAP

MONTHLY SALES RECAP

The Monthly Sales Recap is your report card showing sales and Key Performance Indicators (KPI) results by employee for the month and year. Complete and deliver this to each employee after the month ends and you have audited sales information. Be sure to get their initials after you've reviewed. You will also use this when drafting their Monthly POS review.

Review with your FESM where you will find these results. Then, role play an example of this coaching conversation.

M·A·C

MONTHLY SALES RECAP

LOCATION:	0
MONTH:	January-00
FISCAL YEAR:	FY22
COMP/EST Plan:	$0.00

STORE SALES TO PLAN
| % PLAN MTD: | #DIV/0! |
| % PLAN YTD: | #DIV/0! |

STORE GOAL
| MONTHLY GOAL | $0.00 |

ITEM NO.	ARTIST	MONTHLY SELLING HOURS	MONTHLY SALES GOAL	MODIFICATION	GOAL WITH MODIFICATION	MONTHLY SALES	MONTH OVER/SHORT	MONTH OVER/SHORT %	MONTH AUS	MONTH IPT	CLIENTELE %	YTD GOAL	YTD ACTUAL	YTD OVER/SHORT	YTD OVER/SHORT %	YTD AUS	YTD IPT
1	0	0.0	#DIV/0!	$0.00	#DIV/0!	$0.00	#DIV/0!	#DIV/0!	$0.00	0.00				$0.00	#DIV/0!		
2	0	0.0	#DIV/0!	$0.00	#DIV/0!	$0.00	#DIV/0!	#DIV/0!	$0.00	0.00				$0.00	#DIV/0!		
3	0	0.0	#DIV/0!	$0.00	#DIV/0!	$0.00	#DIV/0!	#DIV/0!	$0.00	0.00				$0.00	#DIV/0!		
4	0	0.0	#DIV/0!	$0.00	#DIV/0!	$0.00	#DIV/0!	#DIV/0!	$0.00	0.00				$0.00	#DIV/0!		
5	0	0.0	#DIV/0!	$0.00	#DIV/0!	$0.00	#DIV/0!	#DIV/0!	$0.00	0.00				$0.00	#DIV/0!		
6	0	0.0	#DIV/0!	$0.00	#DIV/0!	$0.00	#DIV/0!	#DIV/0!	$0.00	0.00				$0.00	#DIV/0!		
7	0	0.0	#DIV/0!	$0.00	#DIV/0!	$0.00	#DIV/0!	#DIV/0!	$0.00	0.00				$0.00	#DIV/0!		
8	0	0.0	#DIV/0!	$0.00	#DIV/0!	$0.00	#DIV/0!	#DIV/0!	$0.00	0.00				$0.00	#DIV/0!		
9	0	0.0	#DIV/0!	$0.00	#DIV/0!	$0.00	#DIV/0!	#DIV/0!	$0.00	0.00				$0.00	#DIV/0!		
10	0	0.0	#DIV/0!	$0.00	#DIV/0!	$0.00	#DIV/0!	#DIV/0!	$0.00	0.00				$0.00	#DIV/0!		
11	Freelance Goal / Intersell Actual	0.0	#DIV/0!	$0.00	#DIV/0!	$0.00	#DIV/0!	#DIV/0!	$0.00	0.00				$0.00	#DIV/0!		
STAFF TOTAL		**0.0**	**#DIV/0!**	**$0.00**	**#DIV/0!**	**$0.00**	**#DIV/0!**	**#DIV/0!**				**$0.00**	**$0.00**	**$0.00**	**#DIV/0!**		

COMMENTS

***REVIEW ACTUAL MONTHLY SALES RECAP

MIX OF BUSINESS

The Mix Of Business reports sales by product category and the percentage that each category represents to your total business. Think of your business as a pie and each product category represents a slice!

Review with your FESM the MAC hero categories. Which categories in your business have the largest slice?

M.A.C. MIX OF BUSINESS REPORT

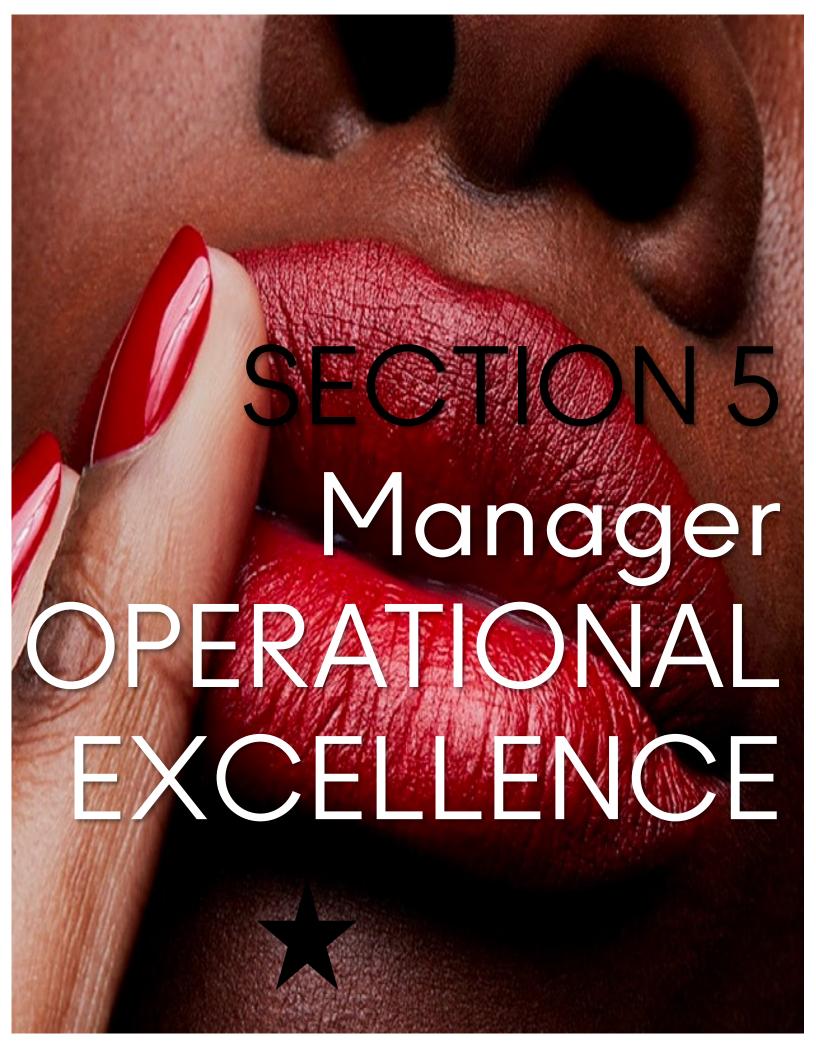| CATEGORY	WEEK ENDING 5/21/2022				MAY 2022				RETAILER YTD (02/22 - 05/22)				FISCAL YTD (07/21 - 05/22)			
	TY	LY	%CHG	%TOT	TY	LY	%CHG	%TOT	TY	LY	%CHG	%TOT	TY	LY	%CHG	%TOT
0123 MACY'S																
0123-01 MACYS-MAKEBELIEVE																
LIQUID FOUNDATION	.7	.6	16.7%	12.3%	1.8	1.6	12.5%	10.6%	9.6	8.8	9.1%	12.3%	29.1	24.0	21.3%	12.7%
STUDIO FIX FLUID	.5	.5	0%	8.8%	1.4	1.2	16.7%	8.2%	6.6	6.2	6.5%	8.4%	21.1	17.4	21.3%	9.2%
PRO LONGWEAR WATERPROO	.0	.1	(100.0%)	0%	.1	.3	(66.7%)	.6%	1.2	1.9	(36.8%)	1.5%	3.4	4.5	(24.4%)	1.5%
STUDIO WATERWEIGHT	.0	.0		0%	.2	.0		1.2%	1.0	.4	150.0%	1.3%	2.7	1.1	145.5%	1.2%
STUDIO FACE + BODY 50 ML	.1	.0		1.8%	.2	.1	100.0%	1.2%	.8	.3	166.7%	1.0%	1.9	.6	216.7%	.8%
STUDIO FACE + BODY 120 ML	.0	.0		0%	.0	.0		0%	.0	.0		0%	.0	.0		0%
ALL OTHER LIQUID FOUNDATIO	.0	.0		0%	.0	.0		0%	.0	.1	(100.0%)	0%	.0	.4	(100.0%)	0%
POWDER FOUNDATION	.4	.4	0%	7.0%	1.6	1.0	60.0%	9.4%	7.6	6.9	10.1%	9.7%	22.2	19.1	16.2%	9.7%
STUDIO FIX POWDER FOUNDA	.4	.4	0%	7.0%	1.6	1.0	60.0%	9.4%	7.6	6.9	10.1%	9.7%	22.2	19.1	16.2%	9.7%
CREAM FOUNDATION	.1	.2	(50.0%)	1.8%	.5	.6	(16.7%)	2.9%	2.6	3.1	(16.1%)	3.3%	7.5	7.3	2.7%	3.3%
STUDIO FIX STICK	.0	.0		0%	.0	.0		0%	.0	.2	(100.0%)	0%	.2	.5	(60.0%)	.1%
STUDIO TECH	.0	.0		0%	.0	.2	(100.0%)	0%	.0	.9	(100.0%)	0%	.0	3.9	(100.0%)	0%
SUBTOTAL STUDIO FIX	.9	.9	0%	15.8%	3.0	2.2	36.4%	17.6%	14.3	13.3	7.5%	18.3%	43.4	37.0	17.3%	18.9%
SUBTOTAL FOUNDATIONS	1.3	1.2	8.3%	22.8%	4.0	3.1	29.0%	23.5%	19.8	18.8	5.3%	25.3%	58.8	50.5	16.4%	25.6%
FIX+	.2	.2	0%	3.5%	.4	.3	33.3%	2.4%	1.5	1.1	36.4%	1.9%	4.1	3.5	17.1%	1.8%
ORIGINAL FULL SIZE	.1	.1	0%	1.8%	.2	.1	100.0%	1.2%	.6	.5	20.0%	.8%	1.6	1.3	23.1%	.7%
MINI MAC ORIGINAL	.0	.0		0%	.0	.0		0%	.0	.0		0%	.0	.2	(100.0%)	0%
MATTE	.0	.0		0%	.0	.0		0%	.2	.1	100.0%	.3%	.6	.3	100.0%	.3%
MAGIC RADIANCE	.0	.0		0%	.0	.0		0%	.2	.2	0%	.3%	.4	.6	(33.3%)	.2%
SCENTED	.0	.1	(100.0%)	0%	.1	.1	0%	.6%	.4	.2	100.0%	.5%	1.0	.9	11.1%	.4%
MINI MAC SCENTED	.0	.0		0%	.0	.0		0%	.0	.0		0%	.0	.0		0%
CONCEALER	.3	.4	(25.0%)	5.3%	.9	.7	28.6%	5.3%	4.8	4.5	6.7%	6.1%	13.1	10.7	22.4%	5.7%
PRO LONGWEAR	.1	.1	0%	1.8%	.3	.1	200.0%	1.8%	1.6	1.5	6.7%	2.0%	4.2	3.7	13.5%	1.8%
STUDIO FIX 24HR SMOOTHWEA	.1	.0		1.8%	.2	.2	0%	1.2%	1.4	1.0	40.0%	1.8%	3.7	2.9	27.6%	1.6%
STUDIO FINISH	.1	.1	0%	1.8%	.2	.2	0%	1.2%	1.1	.7	57.1%	1.4%	3.0	1.6	87.5%	1.3%
BLUSHERS	.3	.1	200.0%	5.3%	.7	.3	133.3%	4.1%	3.0	1.9	57.9%	3.8%	7.6	5.6	35.7%	3.3%
GLOW PLAY	.0	.0		0%	.1	.0		.6%	.6	.2	200.0%	.8%	.8	.6	33.3%	.3%
POWDER BLUSH	.1	.1	0%	1.8%	.2	.1	100.0%	1.2%	.6	.4	50.0%	.8%	2.4	1.5	60.0%	1.0%
SHEERTONE	.1	.0		1.8%	.1	.1	0%	.6%	.5	.5	0%	.6%	1.3	1.4	(7.1%)	.6%
MINERALIZE	.1	.1	0%	1.8%	.3	.1	200.0%	1.8%	1.0	.7	42.9%	1.3%	2.4	1.8	33.3%	1.0%
BRONZERS	.1	.0		1.8%	.1	.1	0%	.6%	.5	.3	66.7%	.6%	1.3	1.2	8.3%	.6%
BRONZING POWDER	.1	.0		1.8%	.1	.1	0%	.6%	.5	.3	66.7%	.6%	1.3	1.2	8.3%	.6%
HIGHLIGHTERS	.0	.2	(100.0%)	0%	.2	.3	(33.3%)	1.2%	.6	.6	0%	.8%	1.4	1.5	(6.7%)	.6%
EXTRA DIMENSION SKINFINISH	.0	.1	(100.0%)	0%	.0	.1	(100.0%)	0%	.2	.3	(33.3%)	.3%	.6	.4	50.0%	.3%
MINERALIZE SKINFINISH	.0	.0		0%	.1	.0		.6%	.3	.0		.4%	.6	.3	100.0%	.3%
POWDER PRESSED	.3	.3	0%	5.3%	.7	.5	40.0%	4.1%	2.7	2.2	22.7%	3.5%	9.8	7.0	40.0%	4.3%
MINERALIZE SKINFINISH NATU	.2	.3	(33.3%)	3.5%	.5	.4	25.0%	2.9%	1.9	1.8	5.6%	2.4%	7.5	5.5	36.4%	3.3%
PRIMERS	.2	.1	100.0%	3.5%	.4	.3	33.3%	2.4%	1.8	2.6	(30.8%)	2.3%	4.5	6.1	(26.2%)	2.0%
PREP + PRIME NATURAL RADIA	.1	.1	0%	1.8%	.2	.2	0%	1.2%	.9	1.3	(30.8%)	1.2%	2.3	3.1	(25.8%)	1.0%
MINERALIZE TIMECHECK	.0	.0		0%	.0	.0		0%	.0	.4	(100.0%)	0%	.1	1.1	(90.9%)	0%
PREP + PRIME SKIN	.1	.0		1.8%	.1	.1	0%	.6%	.2	.6	(66.7%)	.3%	.7	1.5	(53.3%)	.3%
STROBE	.0	.1	(100.0%)	0%	.0	.1	(100.0%)	0%	.3	.3	0%	.4%	.7	.6	16.7%	.3%
STROBE CREAM	.0	.1	(100.0%)	0%	.0	.1	(100.0%)	0%	.3	.3	0%	.4%	.7	.6	16.7%	.3%
MINI MAC STROBE	.0	.0		0%	.0	.0		0%	.0	.0		0%	.0	.0		0%
TOTAL FACE PRODUCTS	2.8	2.7	3.7%	49.1%	7.8	5.8	34.5%	45.9%	35.8	32.9	8.8%	45.8%	103.6	87.9	17.9%	45.1%
LIP COLOUR (BULLETS)	.7	.6	16.7%	12.3%	2.0	1.4	42.9%	11.8%	8.9	4.8	85.4%	11.4%	23.1	15.0	54.0%	10.1%
MATTE LIP	.2	.1	100.0%	3.5%	.4	.3	33.3%	2.4%	1.9	.9	111.1%	2.4%	4.7	2.6	80.8%	2.0%
POWDER KISS LIP	.1	.0		1.8%	.2	.1	100.0%	1.2%	.6	.5	20.0%	.8%	2.0	1.2	66.7%	.9%
RETRO MATTE	.0	.1	(100.0%)	0%	.1	.2	(50.0%)	.6%	.4	.5	(20.0%)	.5%	1.3	1.1	18.2%	.6%
LOVE ME	.0	.0		0%	.3	.1	200.0%	1.8%	.9	.4	125.0%	1.2%	1.8	1.5	20.0%	.8%
LUSTRE	.0	.2	(100.0%)	0%	.0	.2	(100.0%)	0%	.0	.8	(100.0%)	0%	.0	1.6	(100.0%)	0%
AMPLIFIED	.1	.0		1.8%	.3	.1	200.0%	1.8%	1.0	.2	400.0%	1.3%	2.1	.8	162.5%	.9%

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M·A·C NOTES

SECTION 5
Manager
OPERATIONAL
EXCELLENCE

★
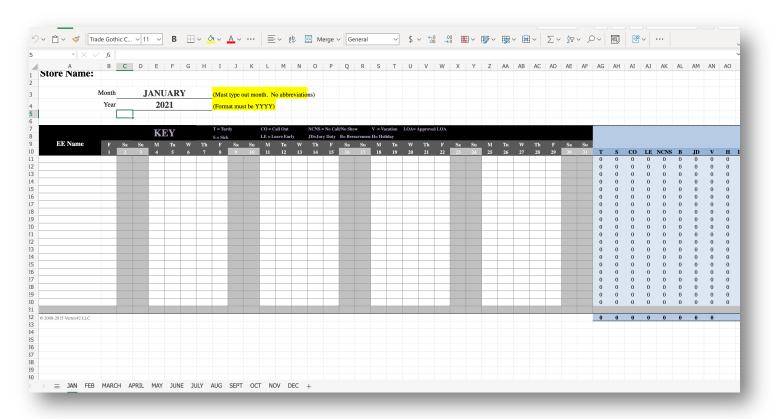
ATTENDANCE TEAM TRACKER

The Attendance Tracker is a record of any employee tardy, sick time and call outs. You will update this weekly and retain a copy in your office filing cabinet.

ELC SAFETY CHECKLIST

ELC Counter / Travel Retail Safety Checklist

➢ Record **N/A** if not applicable to your location

➢ Follow up with Field Manager on any items that cannot be corrected immediately.

➢ In the **Corrective Action(s) Taken** section, note location e.g. **"Back Office"** and the corrective action(s) taken.

Door Name & Number: _____

Date: _____

**THIS FORM APPLIES ONLY TO AREAS WITHIN THE DEPARTMENT STORE LEASED TO ELC BRANDS
AND WHERE ELC-PAID EMPLOYEES OPERATE.
ANY IDENTIFIED HAZARDS OUTSIDE OF LEASED SPACES MUST BE REPORTED TO THE STORE MANAGER.**

1. Floors and Lighting	Yes	No	Common Corrective Action(s)	Corrective Action(s) Taken	Date Completed
a) Are surfaces in good condition (e.g. no broken tiles, no uneven or worn surfaces) and free from liquids, snow, debris and other slip, trip, and fall, hazards?			Clean spills immediately or contact the Store Manager.		
b) Are all light bulbs functioning and free of any hanging objects?			Contact the Store Manager to correct.		
i) Are all light fixtures in the ceiling functioning properly (steady glow and lit)?			Contact the Store Manager to correct.		
ii) Are all lamps/bulbs in the fixtures functioning properly (steady glow and lit)?			Contact the Store Manager to correct.		
c) Are mats in counter area and behind cash wrap flat, clean, and in good condition?			Contact the Store Manager to correct.		
2. Shelves, Racks, and Displays	**Yes**	**No**	**Common Corrective Action(s)**	**Corrective Action(s) Taken**	**Date Completed**
a) Are shelves and displays sturdy enough for the weight of the items (e.g. no signs of bowing)?			Contact the Store Manager.		
b) Are heavier items stored on lower shelves (e.g. at or near waist level)?			Restack/relocate as necessary and remind associates how to safely store these items.		
c) Is all glass in good condition and free of any cracks?			Contact the Store Manager.		
d) Are drawers in good working order; not overstuffed and able to be closed?			Contact the Store Manager; reorganize for proper fit.		
3. Step Stools	**Yes**	**No**	**Common Corrective Action(s)**	**Corrective Action(s) Taken**	**Date Completed**
a) Are step stools free from broken steps, split side rails, worn or broken safety feet or unsteady?			Identify and tag unsafe equipment immediately. Contact Field Manager to order replacement.		
b) Are step stools kept away from customer and contractor use, stored properly and in a secure fashion (e.g. not blocking doors or able to easily fall over)?			Relocate and secure in a safe area away from customers and employee traffic.		
4. Fire Protection and Emergencies	**Yes**	**No**	**Common Corrective Action(s)**	**Corrective Action(s) Taken**	**Date Completed**
a) Is there a minimum of 18 inch clearance beneath all sprinkler heads? Are exit routes free from obstructions such as boxes and equipment?			Remove any objects/ obstructions. Contact Store Manager as necessary.		
b) Are sprinkler pipes free of hanging objects?			Contact the Store Manager to rectify.		
c) Are emergency phone numbers posted (not employee phone numbers)?			Review emergency procedures with staff.		
d) Are employees aware of what to do in the event of an emergency and/or evacuation?			Review emergency procedures with staff.		
e) Are all aisles and exit routes clear?			Remove obstructions so exits and pathways are clear or contact Store Manager.		

ELC SAFETY CHECKLIST

ELC Counter / Travel Retail Safety Checklist					
5. Electrical	**Yes**	**No**	**Common Corrective Action(s)**	**Corrective Action(s) Taken**	**Date Completed**
a) Are all electrical cords/equipment in good condition (computers, POS, etc.) and no equipment is damaged (exposed wires, missing ground on plug, etc.)?			Contact Store Manager.		
b) Are all electrical equipment, cords, and outlets at a safe distance from water, liquids and clear of clutter?			Remove any obstructions. Contact Store Manager.		
c) Are wires and cords under the POS and in back office area gathered and out of the way?			Remove any immediate tripping hazards. Contact Store Manager.		
6. First Aid Kits, Stations, and Equipment	**Yes**	**No**	**Common Corrective Action(s)**	**Corrective Action(s) Taken**	**Date Completed**
a) Are First Aid Kits fully stocked and accessible to employees?			Request replacement with Field Manager.		
b) Is the Medcor poster posted and visible?			Move to area visible to ELC employees. Report missing posters to Field Manager.		
7. General	**Yes**	**No**	**Common Corrective Action(s)**	**Corrective Action(s) Taken**	**Date Completed**
a) Are office chairs in sturdy condition, with chair back, and chairs with wheels have a 5-leg base?			Contact Field Manager for replacement.		
b) Are all chairs on the sales floor stable and in good working condition?			Damaged chairs should be removed from the sales floor immediately and reported to Store Manager for repair.		
c) Is the counter only using a safety knife to cut and/or open boxes?			Order safety knives with a covered and automatically retractable blade.		
d) Are all employees familiar with proper and safe lifting techniques?			Contact Global Environmental Affairs & Safety (EAS) at 631-752-5686 for training material.		
e) Are there any abnormal odors indicative of air quality issues (stockroom, sales floor)?			Contact Store Manager		
8. Hygiene/Cleanliness	**Yes**	**No**	**Common Corrective Action**	**Corrective Action Taken**	**Date Completed**
a) Are products thoroughly being demonstrated in accordance with good counter practices and sampling procedures where applicable?			Ensure all employees understand and execute instructions provided in the procedures where applicable.		
b) Is Purell Surface Disinfectant in use for all testers where applicable?			Contact Field Manager or POS COE.		
9. Escalator and Stairs - where applicable	**Yes**	**No**	**Common Corrective Action**	**Corrective Action Taken**	**Date Completed**
a) Are stairs, stairwells, and landings clear and unobstructed?			Contact Store Manager.		
b) Are steps, treads, etc. in good condition?			Contact Store Manager.		
c) Are handrails provided on stairwells and in good condition?			Contact Store Manager.		

Retail Manager Signature _____   Date _____

FIELD MANAGER Signature _____   Date _____

ELC SAFETY CHECKLIST

ELC Counter Safety Checklist

Appendix: Common Counter Hazards

Ensure floors are free of all trip hazards

Ensure ladders are properly stored after use and not leaning on doors or fixtures. Ensure employees take Safety Fundamentals Training to understand safe ladder us.

Ensure cords are properly stored and floors are free from trash, clutter, and tripping hazards.

Blocked emergency equipment and blocked emergency exit.

Cardboard and other debris should be properly stored and off the floor to prevent slips, trips, and falls.

Ensure shelves, whether on the sales floor or in storage, are not overloaded to prevent damage and breaking. Remember to stock merchandise within easy reach to prevent high reaching.
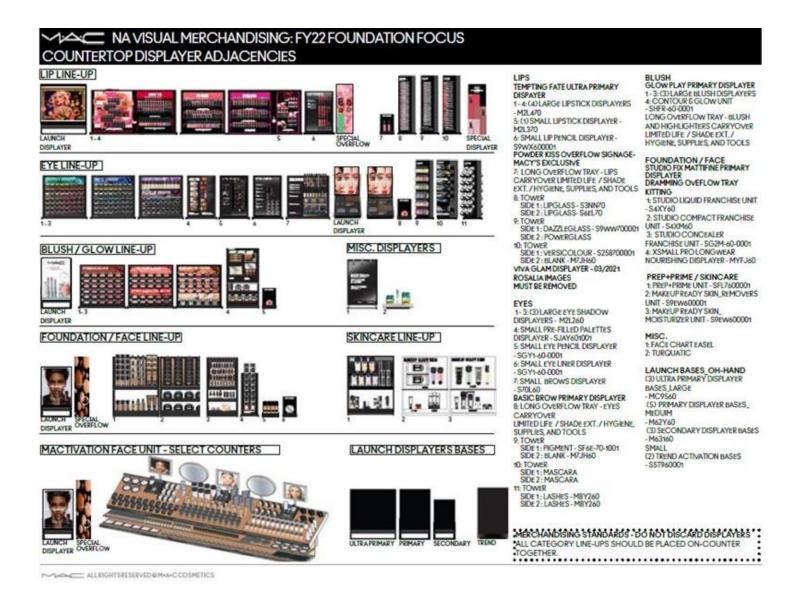
OUT OF STOCK LIST

- Keep a running list of any products that are out of stock at your counter and update daily. Review how to complete and the importance of this tool for inventory management with your FESM.

OUT OF STOCK LIST _____

DATE	PRODUCT	REPLACEMENT RECCOMENDATION	COMPANY OOS? Y/N	ARTIST INITIAL

MERCHANDISING

SCHEMATICS

MAC NA VISUAL MERCHANDISING: FY22 FOUNDATION FOCUS
COUNTERTOP DISPLAYER ADJACENCIES

LIP LINE-UP
LAUNCH DISPLAYER | 1-4 | 5 | 6 | SPECIAL OVERFLOW | 7 8 9 10 | SPECIAL DISPLAYER

EYE LINE-UP
1-3 | 4 | 5 | 6 | 7 | LAUNCH DISPLAYER | 8 9 10 11

BLUSH / GLOW LINE-UP
LAUNCH DISPLAYER | 1-3 | 4 | 5

MISC. DISPLAYERS
1 | 2

FOUNDATION / FACE LINE-UP
LAUNCH DISPLAYER | SPECIAL OVERFLOW | 2 | 3 | 4 | 5

SKINCARE LINE-UP
1 | 2 | 3

MACTIVATION FACE UNIT - SELECT COUNTERS
LAUNCH DISPLAYER | SPECIAL OVERFLOW

LAUNCH DISPLAYERS BASES
ULTRA PRIMARY | PRIMARY | SECONDARY | TREND

LIPS
TEMPTING FATE ULTRA PRIMARY DISPLAYER
1 - 4: (4) LARGE LIPSTICK DISPLAYERS - M2L470
5: (1) SMALL LIPSTICK DISPLAYER - M2L370
6: SMALL LIP PENCIL DISPLAYER - S9WX600001
POWDER KISS OVERFLOW SIGNAGE - MACY'S EXCLUSIVE
7: LONG OVERFLOW TRAY - LIPS CARRYOVER LIMITED LIFE / SHADE EXT. / HYGIENE, SUPPLIES, AND TOOLS
8: TOWER
  SIDE 1: LIPGLASS - S3NN70
  SIDE 2: LIPGLASS - S6EL70
9: TOWER
  SIDE 1: DAZZLEGLASS - S9WW700001
  SIDE 2: POWERGLASS
10: TOWER
  SIDE 1: VERSICOLOUR - S258700001
  SIDE 2: BLANK - M7JH60
VIVA GLAM DISPLAYER - 03/2021
ROSALIA IMAGES MUST BE REMOVED

EYES
1 - 3: (3) LARGE EYE SHADOW DISPLAYERS - M2L260
4: SMALL PRE-FILLED PALETTES DISPLAYER - SJAY601001
5: SMALL EYE PENCIL DISPLAYER - SGY1-60-0001
6: SMALL EYE LINER DISPLAYER - SGY1-60-0001
7: SMALL BROWS DISPLAYER - S70L60
BASIC BROW PRIMARY DISPLAYER
8: LONG OVERFLOW TRAY - EYES CARRYOVER LIMITED LIFE / SHADE EXT. / HYGIENE, SUPPLIES, AND TOOLS
9: TOWER
  SIDE 1: PIGMENT - SF6E-70-1001
  SIDE 2: BLANK - M7JH60
10: TOWER
  SIDE 1: MASCARA
  SIDE 2: MASCARA
11: TOWER
  SIDE 1: LASHES - M8Y260
  SIDE 2: LASHES - M8Y260

BLUSH
GLOW PLAY PRIMARY DISPLAYER
1 - 3: (3) LARGE BLUSH DISPLAYERS
4: CONTOUR & GLOW UNIT - SHFR-60-0001
LONG OVERFLOW TRAY - BLUSH AND HIGHLIGHTERS CARRYOVER LIMITED LIFE / SHADE EXT. / HYGIENE, SUPPLIES, AND TOOLS

FOUNDATION / FACE
STUDIO FIX MATTIFINE PRIMARY DISPLAYER
DRAMMING OVEFLOW TRAY KITTING
1: STUDIO LIQUID FRANCHISE UNIT - S4XY60
2: STUDIO COMPACT FRANCHISE UNIT - S4XM60
3: STUDIO CONCEALER FRANCHISE UNIT - SG2M-60-0001
4: XSMALL PRO LONGWEAR NOURISHING DISPLAYER - MYFJ60

PREP+PRIME / SKINCARE
1: PREP+PRIME UNIT - SFL7600001
2: MAKEUP READY SKIN_REMOVERS UNIT - S9EW600001
3: MAKEUP READY SKIN_MOISTURIZER UNIT - S9EW600001

MISC.
1: FACE CHART EASEL
2: TURQUATIC

LAUNCH BASES_OH-HAND
(3) ULTRA PRIMARY DISPLAYER BASES_LARGE - MC9560
(5) PRIMARY DISPLAYER BASES_MEDIUM - M62Y60
(3) SECONDARY DISPLAYER BASES - M63160
SMALL
(2) TREND ACTIVATION BASES - S5T960001

MERCHANDISING STANDARDS - DO NOT DISCARD DISPLAYERS
ALL CATEGORY LINE-UPS SHOULD BE PLACED ON-COUNTER TOGETHER.

MERCHANDISING

CLEANLINESS

I. CLEANING THE COUNTER

1. CLEANING THE COUNTER

NEVER APPLY CLEANERS DIRECTLY ONTO COUNTER SURFACES OR DISPLAYERS. CLEAN SURFACES BY APPLYING THE APPROPRIATE CLEANSER DIRECTLY TO A CLOTH AND THEN WIPING THE SURFACE. USE MULTIPLE CLEAN CLOTHS AS NECESSARY.
WHEN CLEANING THE STORE ALWAYS USE ENVIRONMENTALLY RESPONSIBLE MATERIALS THAT ARE ANTIBACTERIAL. REFER TO SUPPLY ORDERING POLICY TO ORDER SUPPLIES FROM STAPLES ADVANTAGE (MAC FSS) OR POS COE (RETAIL PARTNER).

GLASS SURFACES: SHOULD BE CLEANED USING A GLASS CLEANING SPRAY OR LIQUID.

WOOD SURFACES: SHOULD BE CLEANED USING A WOOD CLEANING SPRAY OR LIQUID.

METAL SURFACES: SHOULD BE CLEANED WITH A PRODUCT WHICH IS SAFE FOR METAL SURFACES. PRODUCT SUGGESTIONS: WINDEX GLASS CLEANER AND MURPHY'S OIL SOAP.

MISCELLANEOUS: ALL OTHER SURFACES TO BE SHOULD BE SANITIZED WITH SANITIZING SPRAY

MAKEUP STATIONS: SANITIZE MAKEUP STATIONS BETWEEN EACH MAKEUP SERVICE WITH SANITIZING SPRAY. USE APPROPRIATE GLASS CLEANER TO MIRRORS TO ENSURE THEY ARE FREE OF DUST AND FINGER PRINTS.

DISPLAYERS: REFER TO "METAL SURFACES" FOR GUIDANCE ON CLEANING METAL DISPLAYERS, OVERFLOW TRAYS AND MOSS TEMPLATES.

WALL BAY SHELVES: DUST DAILY. REMOVE PRODUCT IN ORDER TO FULLY CLEAN AS NEEDED --- ACTIONED BI-MONTHLY.

SINKS: CLEAN SINKS CLEAN AT ALL TIMES AND WIPE DOWN AFTER DEMONSTRATIONS.

FLOORS: SHOULD BE SWEPT DAILY AND MOPPED THREE TIMES A WEEK.

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M·A·C NOTES

GLOSSARY OF TERMS

*5NN – 5 NON-NEGOTIABLE CUSTOMER SERVICE BEHAVIORS TO BE DEMONSTRATED WITH EVERY CUSTOMER

AMP IT UP – SERVICE & SELLING BASED TRAININGS LED BY OUR SERVICE EXPERIENCE TEAM

ARTIST PORTFOLIO – INTERACTIVE NEW HIRE TRAINING GUIDE TO START AT TIME OF HIRE

B2M – BACK 2 M·A·C IS A RECYCLE PROGRAM THAT REWARDS CUSTOMERS WITH FREE LIPSTICK

CLIENTELE – BUILDING CUSTOMER/ARTIST RELATIONSHIP THROUGH RETAILER SPECIFIC CLIENTELE PROGRAM

CLOSE WITH CONFIDENCE – EFFECTIVELY BUILD AND CLOSE THE SELL, CONTINUING TO BUILD THE RELATIONSHIP WITH AN INVITE BACK

COLOR THEORY – THE SCIENCE AND ART OF COLOR RELATIONSHIPS

DEM – DIGITAL EDUCATION MANAGER, MANAGES DIGITAL EDUCATION ASSETS FOR NORTH AMERICA

*DIGITAL PKM – ONLINE PRODUCT KNOWLEDGE MANUAL THAT SHARES INGREDIENTS, BENEFITS, M·A·C TALK AND CLAIMS FOR ALL M·A·C PRODUCTS

EDU – EDUCATION OR EDUCATION DEPARTMENT

EMS/BEAUTY PERKS – EMPLOYEE MAKE-UP SUPPLIES, A BENEFIT PROVIDED TO M·A·C EMPLOYEES TO WEAR AND WORK WITH OUR PRODUCTS

FEEM – FIELD EXECUTIVE EDUCATION MANAGER, MANAGES RET & IMPLEMENTS NORTH AMERICAN EDUCATION STRATEGY REGIONALLY TO M·A·C ARTISTS FOR THE BEST-IN-CLASS EXPERIENCE FOR CUSTOMERS

FED/ DFS – FIELD EXECUTIVE DIRECTOR, MANAGES ALL FIELD EXECUTIVE SALES MANAGERS IN THEIR PERSPECTIVE REGIONS, OVERSEES OPERATIONS AND SALES

FESM – FIELD EXECUTIVE SALES MANAGER, MANAGES STORE MANAGER & RETAIL MANAGERS IN THEIR PERSPECTIVE REGIONS.

GOOD COUNTER PRACTICES – ELC APPROVED HYGIENIC GUIDELINES FOR PRODUCTS, SAMPLING, AND APPLICATION

GRATIS – PRODUCT GIVEN TO ARTISTS TO BE WORN AT COUNTER IN SUPPORT OF NEW LAUNCH

*JOY JOURNEY – PERSONALIZED CUSTOMER SERVICE MODEL FOR NORTH AMERICA

IRL – IN REAL LIFE, RET VISITS M·A·C LOCATION TO TRAIN AND OBSERVE ARTISTS

IVL – IN VIRTUAL LIFE, RET HOSTS ONLINE MEETING WITH AN ARTIST/MANAGER

M·A·C HERO PRODUCTS – NORTH AMERICA TOP SELLERS AND LEGENDARY SYMBOLS OF M·A·C THAT BUILD TRUST AND CREATE LOYALTY (STUDIO FIX POWDER PLUS FOUNDATION, STUDIO FIX FLUID FOUNDATION, FIX +, EYE SHADOW, LIPSTICK)

M·A·C LOVER – CUSTOMER REWARD AND LOYALTY PROGRAM

M·A·C – MAKEUP ART COSMETICS

M·A·C VIVA GLAM FUND - CHARITABLE FUND OF THE ELC FOUNDATION TO SUPPORT THE HEALTH AND RIGHTS OF PEOPLE OF ALL AGES, ALL RACES AND ALL GENDERS

*MMX – MY M·A·C X, ALL-ENCOMPASSING VIRTUAL HUB FEATURING VIDEOS, TRAINING MODULES, AND PRODUCT INFORMATION AVAILABLE TO ALL M·A·C PAYROLL ARTISTS

*ASTERISK NEXT TO ITEM INDICATES ADDITIONAL COORDINATED DOCUMENTS

GLOSSARY OF TERMS CONTINUED

*MOD – M·A·C ON DEMAND, ALL-ENCOMPASSING VIRTUAL VIDEO LIBRARY AVAILABLE TO ALL M·A·C ARTISTS

NEW PRODUCT BRIEF – SUPPLEMENTAL SEASONAL TOOL FOR ATTENDEES TO UTILIZE POST TRAINING

OMNI TOOLS – SOME OF OUR OMNI TOOLS ARE: BY ONLINE PICK UP IN-STORE, ORDER ONLINE FROM IN-STORE, BUY ONLINE RETURN IN-STORE AND VIRTUAL TRY-ON

POWER OF THREE/BUILD THE BASKET – SELLING TECHNIQUE THAT ADDS SUPPORTING PRODUCTS TO ENHANCE THE REQUESTED/ RECOMMENDED PRODUCT

PRODUCT POETRY – DESCRIPTIVE LANGUAGE THAT TELLS WHAT THE PRODUCT IS AND WHAT IT DOES, SHARED IN A PASSIONATE WAY

RET – REGIONAL EDUCATION TRAINER, FIELD EXECUTIVE THAT DEVELOPS ARTISTS ON PRODUCT, SERVICE AND ARTISTRY

SERVICE EXPERIENCE TEAM – EDUCATION BASED TEAM DEDICATED TO DEVELOPING BOTH SALES AND SERVICE TECHNIQUES THROUGH AMP IT UP SERIES

*SKILL CERTIFICATION – STANDARDIZED PROCESS OF OBSERVING ARTISTS EXEMPLIFYING THE BRAND SERVICE AND ARTISTRY EXPECTATIONS

SMC – SPECIALTY-MULTI COORDINATOR, DIRECTLY IMPACTS ULTA THROUGH SERVICE, SELLING AND ARTISTRY. REPORTS INTO SELECT FESM' S

SNA – SENIOR NATIONAL ARTISTS, GLOBAL BRAND AMBASSADORS IN MEDIA & BACKSTAGE

TED QUESTIONS – TELL ME, EXPLAIN TO ME, DESCRIBE TO ME

VAS – VIRTUAL ARTIST SERIES, ONLINE ARTISTRY WORKSHOP FOR CORE ARTISTRY SKILL DEVELOPMENT

VBT – VIRTUAL BASIC TRAINING, AN IMMERSIVE TRAINING FOR NEW ARTISTS THAT EDUCATES ON BRAND CULTURE & STANDARDS TO ENSURE SUCCESS AT COUNTER

VTO – VIRTUAL TRY-ON, VIRTUAL MAKEUP EXPERIENCE THAT WILL DIGITALLY PLACE PRODUCTS OVER FACE, UPLOADED PHOTO, OR MODEL IMAGE

*WEEKLY GO LEARN ACTIVITIES – SUGGESTED VIDEO CONTENT TO SUPPORT PRODUCT FOCUS AND NEW LAUNCHES

M·A·C NOTES

M·A·C NOTES

M·A·C NOTES