

2025 Sales Triathlon

First Round Role Play Scenario SHERWIN WILLIAMS



WILLIAM PATERSON UNIVERSITY

2025 Sales Triathlon
1st Round Role Play: Sherwin Williams

Your Company

Founded in 1866, The Sherwin Williams Company is a global leader in manufacturing, developing, distributing, and selling paints, coatings, and related products to professional, industrial, commercial, and retail customers. Sherwin Williams manufactures products under well-known brands such as Sherwin Williams[®], Valspar[®], HGTV HOME[®] by Sherwin Williams, Dutch Boy[®], Krylon[®], Minwax[®], Thompson's[®], Water Seal[®], Cabot[®] and many more. With global headquarters in Cleveland, Ohio, Sherwin Williams branded products are sold exclusively through a chain of more than 4,900 company-operated stores and facilities. In contrast, the company's other brands are sold through leading mass merchandisers, home centers, independent paint dealers, hardware stores, automotive retailers, and industrial distributors. The Sherwin Williams Performance Coatings Group supplies a broad range of highly engineered solutions for the construction, industrial, packaging, and transportation markets in more than 120 countries worldwide. Sherwin Williams shares are traded on the New York Stock Exchange (symbol: SHW).

The Prospective Customer

John Moore Commercial Painting (JMCP) is one of Northern New Jersey's largest painting contractors. The company focuses on coating some of New York and New Jersey's most visible structures. The Javits Center, GW Bridge, American Dream Mall, and Met Life Stadium are only a few of the projects that JMCP has done in the past. JMCP's brand is based on quality work completed in a timely fashion.

You are meeting with **Dave Eliazz**, one of JMCP's project managers. He called you as JMCP has just secured the renovations and upgrades at the Prudential Center, the home of the New Jersey Devils. Dave is new in his role but has been in various roles with JMCP for the last seven years.

Background Information and Your Role

You are the Sales Rep for Sherwin Williams in the Newark Area. You've been in your role for about six months. You've learned that the key to customer success is asking questions, listening, and understanding how our offering helps customers make money, save money, and/or make their lives easier.

You've interacted with JMCP while on the territory, but you have not worked with Dave. JMCP has several Project Managers who work in the NY/NJ area. They use different vendors to support their coatings needs based on the project. It's not unusual for you to be bidding against 1-2 other vendors on projects, and you guess this one will be similar. You expect to hear Dave say, "Why is SHERWIN WILLIAMS a better solution than PPG/Ben Moore/Behr?"

Sherwin Williams is one of several specified paint vendors (or aka “spec’d”) for this project. Specification is a part of the design process that an Architect completes. They select the specific coatings that can be applied to the structure. This makes it easy for JMCP to narrow their search for a vendor based on the architect’s prior approval of their products for the project.

There are two Sherwin Williams products being specified for the project. Dave has shared that he wanted to speak to you about these products. ProMar 200 Eg-Shel is specified for the Concourse and Bathrooms walls. ProMar 200 Eg-Shel is our high-end contractor paint and is perfect for the walls based on its superior hardness, stain resistance, and washability. ProMar200 Semi-Gloss is specified for the handrails around the arena. This product is also a great option based on the hardness and durability of the coating.

You guess that Dave wants things to go smoothly since this is the first project in his new role. So, he will need to be reassured that your possible solutions offer low risk and a high level of success. Based on your experiences with other customers, your approach is going to focus on clear communication and attention to detail before the job, timely deliveries, on-site support, 24/7 availability during the project, and a professional handoff of the product and color-related details for the customer and the customer's customer after the job.

You asked one of the other reps in the district about Dave. He's worked with Dave and shared that he's a slow-paced communicator who likes a lot of details. You also want to let him know you have a working relationship with the maintenance crew at the Prudential Center. They love the fact that you can provide them with a printed guide on the SHERWIN WILLIAMS products they have been using in the arena for the past couple of years.

Your Tasks

1. Meet and Build rapport with Dave Eliazz.
2. Learn the customer's goals/and concerns for the project.
3. Develop an understanding of the problems that Dave faces regarding the project.
4. Address all of Dave's concerns and objections.
5. Discuss how Sherwin Williams will be able to offer value before, during, and post project.
6. Create value w/Dave that your products and job-based resources are a good choice for JMCP and the Prudential Center.
7. Ensure Dave is ready to consider a proposal from you.
8. Secure a follow-up appointment with Dave to present your preliminary proposal.

1st Round Role Play: Evaluation Rubrics

(On a scale of 1 to 10, where 1 is *strongly disagree* and 10 is *strongly agree*)

OPEN & BUILD RELATIONSHIPS (Gained attention and built rapport) – 15%

- Opened the meeting with Small Talk, transitioned to business, and developed a rapport.
- Gained client's attention by matching their communication style.
- Demonstrated enthusiasm and confidence.
- Demonstrated smooth transition into needs identification.

NEEDS IDENTIFICATION (Obtained a clear understanding of client's situation) – 20%

- Determined relevant facts about the client's concerns.
- Asked questions and listened to uncover the client's needs and requirements.
- Probed (asked more questions) to deepen understanding of their goals, needs, and challenges.

OBJECTION HANDLING (Eliminated concerns to client's satisfaction) - 25%

- Gained a better understanding of objection by asking questions and listening.
- Effectively answered the objection.
- Confirmed that the objection is no longer a concern of the client.
- Built trust in the relationship.
- Established credibility.

COMMUNICATION & PRESENTATION (Communicated well, demonstrated product knowledge, used visual aids, was clear and concise, used appropriate non-verbal communication) - 25%

- Effectively used verbal communication (active listening; restated, rephrased, clarified, probed for understanding)
- Exhibited product-market knowledge.
- Reinforced value in relationship with Sherwin Williams
- Highlighted the value by offering enhanced benefits to their employees and clients.
- Used appropriate/professional visual aids.
- Effectively involved the client in the conversation.
- Persuaded the client to build a relationship.

CLOSE (Took initiative to move the meeting to the next step in a smooth fashion with mutual commitment) - 15%

- Asked for a next meeting to review the preliminary proposal.
- The client agreed to a meeting to review the Sherwin Williams ideas.