

**2025 Sales Triathlon**  
**Second Round Role Play Scenario SHERWIN WILLIAMS**

  

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**WILLIAM PATERSON UNIVERSITY**

**2025 Sales Triathlon**  
**2nd Round Role Play: Sherwin-Williams**

You met with Dave Eliazz from John Moore Commercial Painting and gathered relevant information on the Prudential Center project/renovations.

- Sherwin-Williams is specified (or aka "spec'ed") on the concourse (ProMar 200 Eg-Shel) and the hand railings (ProMar 200 Semi-Gloss) around the arena. PPG, Ben Moore, and Behr are also on the Spec, so you anticipate one or more of these vendors will also submit a proposal. You feel your products are of higher quality, but since everything is Spec'd, it's a pretty even playing field.
- A key to winning the job is being able to help Dave understand how you and Sherwin Williams will make the job go smoothly.
- Dave's got some new painters on this job, which concerns him slightly. Sherwin Williams can deliver some application training for these guys, but you need to understand his concerns regarding the new people. This service is an example of adding value before and during the job.
- Dave has some incentives if he can finish the job faster. You should be able to help him, but you need to understand what kind of support he would need from you. Your ability to provide service and support before and during the job allows you to earn early incentives.
- You've got a resource called a Paint Maintenance Guide that outlines the product and color for each painted surface. For other projects you have worked on, you love this resource as it provides details on the project for the painter. It's also a great "leave behind" for the owner if they ever need to re-paint. It's also a great way for Sherwin Williams to get the maintenance paint after the job. This is an example of adding value after the job.

As you meet with Dave again, be prepared to gather more information on your questions regarding the above points. Also, share more details on the areas where you have enough information in a way that gets Dave comfortable with your solution. The better you can paint a picture of how Sherwin Williams can help him, the easier it will be for you to win the business. Finally, secure a firm meeting date/time to present your solution.

**Your Tasks**

1. Deepen your relationship with Dave Eliazz.
2. Engage Dave in dialogue to share your recommendations and how they add value.
3. Ask Dave questions to learn even more about the project.
4. Address the concerns and questions Dave might have about your potential solution.
5. Secure another meeting to present the final proposal.

## **2<sup>nd</sup> Round Role Play: Evaluation Rubrics**

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

### **APPROACH (Effectively gained attention and built rapport) - 15%**

- . Introduced themselves professionally and established rapport.
- . Gained buyer's attention.
- . Demonstrated enthusiasm and confidence.
- . Demonstrated smooth transition into needs identification.

### **NEEDS IDENTIFICATION (Obtained a clear understanding of the customer's situation to prepare a customized presentation) - 25%**

- . Uncovered decision process (decision criteria and people involved in the decision process)
- . Effectively determined additional relevant facts about the company and/or buyer
- . Asked effective questions to uncover buyer's needs and requirements.
- . Effectively clarified the buyer's needs (discovered current problems, goals, etc.)

### **OBJECTION HANDLING (Eliminated concerns to prospect's satisfaction) - 20%**

- . Initially gained a better understanding of objection (clarified or allowed the buyer to clarify the objection)
- . Effectively answered the objection.
- . Confirmed that the objection is no longer a concern of the buyer.

### **COMMUNICATION & PRESENTATION (Communicated well, demonstrated product knowledge, used visual aids, was clear and concise, used appropriate non-verbal communication) - 20%**

- . Effectively used verbal communication (active listening; restated, rephrased, clarified, probed for understanding)
- . Exhibited product knowledge.
- . Reinforced value in CDS services and relationship with CDS
- . Used appropriate/professional visual aids.
- . Effectively involved the buyer in the conversation.
- . Persuaded the buyer to buy services and build a relationship.

### **CLOSE (Took initiative to move the sales process to the next step in a smooth fashion with mutual commitment) - 20%**

- . Showed persuasiveness in presenting a reason to buy.
- . Asked for a commitment to a solution meeting.
- . The client agreed to a meeting to review Sherwin Williams's proposal.