



Sherwin-Williams Sales Competition Fall 2021

Scenario:

You are an outside sales representative for Sherwin-Williams. Your job is to talk with Property Management locations (apartment complexes) that use paint, stain, and associated products to ensure that their facilities are look good for their tenants. The right “look” is essential so the paint color and quality is a key component to attracting and retaining tenants. These locations may be owned and operated by individuals, or larger companies (regional or national property management companies). They want quality, speed and support from their vendors and they want it at a fair price.

Sherwin-Williams:

Sherwin-Williams is the largest paint seller in the world. They have a wide array of products and services to suit any situation—from the sidewalks to the halls and walls!

SW paint is more expensive than competitors; it sells because it is easier to use for the painter, is more durable (washable) once dry, smells less and covers well. Another reason why our products are more expensive is our service and support. We have more dedicated reps and support than anyone else. We also offer unique services that supports the property. Anything from organizing colors throughout the property to managing payables and receivables.

SW’s “flagship” product for the Property Management business is called *Cashmere*. This product is used for “unit turns” when one tenant leaves and another is scheduled to occupy the dwelling.

Features of Cashmere:

- 1) **Speed of Application**—The paint is easy to apply and covers well. It can be applied by brush/roll or sprayed. It’s latex, so clean up after the job is easy. *80% of a painter’s costs are labor costs, so if it takes less time, it saves the painter money!*
- 2) **Hide**—The paint is opaque, so fewer coats are necessary, meaning jobs are completed more quickly. *The faster you can paint, the more money you make!*
- 3) **Tints to any color**—Without adding VOCs, this paint can be formulated to match any color from any vendor. Properties will often try to “touch up” or paint only the walls that are damaged as they “turn” a unit from one tenant to another. SW’s ability to match colors allows us to support their needs seamlessly. Switching suppliers isn’t a concern.
- 4) **Washable**—Once dry, the paint is washable; meaning customers can scrub their walls and the paint won’t come off. *Customers are satisfied which drives re-peat business for the painter!*
- 5) **Durable**—Resistant to fading, mold, and mildew. *Customers remain satisfied and provide positive word of mouth and repeat business!*

- 6) **Low VOC**—Volatile Organic Compounds are dangerous for the environment and make the paint smell bad. They can give painters and customers headaches. *Fewer VOCs mean better smelling paints and can mean more satisfied customers.*

Your Prospect: Jesse, Maintenance Director – Aprilwood Apartments

This distinctive rental community is situated on 30 beautiful manicured acres. The complex features 1 and 2 bedroom apartments as well as studio living. The complex also features a swimming pool, fitness center, tennis, basketball and pickleball courts. The complex also features washer/dryer and has wifi throughout.

You know that Aprilwood does not currently use SW products but has purchased from us in the past. You have three properties that are similar to Aprilwood on your territory (The Ridings, Green Acres, and Glendale).

Aprilwood is on your prospect list, but you haven't called on them yet. You've called the property and discovered the maintenance director's name is Jesse and were able to get an appointment scheduled for today.

COMMON PROPERTY MANAGEMENT CONCERNS:

- 1) **Unit Turns:** As customers leave the apartment will need to be re-painted. This needs to be completed in a timely manner. The property needs reliable suppliers to fulfill these needs. (quality paint and flooring products, one stop vendor)
- 2) **Ongoing Maintenance:** Common areas need maintenance as well. Clubhouses, laundry rooms and fitness centers are need of paint and other fixes. The property needs a vendor that can help them specify the right coatings for each need. (quality products, diverse products, knowledge sales team)
- 3) **Knowledgeable Vendors:** Sometimes the maintenance staff doesn't know what to use. Who can they call when they need an answer? Who can come out to "take a look" at an issue? (Sales Reps, employee's w/segment specific knowledge, product assortment)
- 4) **Business Growth:** Retention and Curb appeal are keys to success for a property. The apartment market is competitive and if tenants aren't happy they can move at the end of their lease, or purchase a home.
- 5) **Day to Day Management:** The ability to effectively manage the day to day business (payables, receivables and work flow) is essential to managing costs. Properties that do this well are able to save money and increase profit (tools and resources such as Pro+ and Custodian, market and business knowledge)

Possible Discovery Objectives For The Meeting:

- 1) Who the main decision maker is for the property
- 2) Who is the main supplier for their paint needs currently
- 3) Successes as a property (current occupancy and retention)
- 4) Opportunities as a property (where can they improve)
- 5) Goals for the future of the property
- 6) How are decisions made at the property (office v maintenance staff)
- 7) What's worked for them in the past
- 8) What they know about SW
- 9) How can you create a relationship with the team (business and personal)?

Closing Goals:

- 1) Create a relationship with Jesse to learn more about Aprilwood Apartments and be prepared to discuss benefits of using Sherwin-Williams as it pertains to Aprilwood Apartments.**
- 2) Engage with Jesse and obtain a commitment to perform a demonstration using Cashmere on the property**

To complete the meeting, you'll have 15 minutes. The "SW Representative" will:

1. Build Rapport/Small Talk/develop a personal connection
2. Ask open ended questions to understand Aprilwood's business situation and what is important to the customer.
3. Listen and ask additional questions deepen your understanding
4. Respond to any Objections/Questions
5. Share ways SW can support needs using products, tools and support services
6. Successfully obtain closing goals
7. Close the Meeting by outlining what happens next and when
8. Thank the customer