

## 2026 RBI Sales Triathlon

### 2nd Round Role Play: Sherwin-Williams

Since the last meeting, Jordan has shown a **genuine interest** in transitioning from ProMar to the Emerald line. You are going to meet with Jordan, and the objective of this meeting is to **advance the decision and close a commitment**, either a full transition or a defined pilot, while addressing concerns about profitability, timing, and risk.

You are aware that delaying the decision risks losing momentum and potentially the account to competitive suppliers. Your role is to:

- Probe beneath the stated timing objection
- Quantify and communicate the true financial impact of switching
- Reframe Emerald as a **profit and productivity lever**, not a cost increase
- Propose solutions that reduce Jordan's perceived risk while moving the business forward

You may leverage Sherwin-Williams resources (pricing programs, pilot commitments, training, store support) but must remain realistic and commercially credible.

## **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*)

### **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) – 25%**

- 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) - 20%**

- 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) - 20%**

- 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) - 20%**

- Showed persuasiveness in presenting a reason to buy.
- Asked for a commitment for the transition.
- The client agreed to the transition.