Seller Guide

English Role Play Seller Guide

Second Round

Seller Information

Background: After waiting and checking for three weeks, you have an opportunity to meet again with Alex Baylor. He was out at a conference and took some personal vacation with his family. You are scheduled to meet for 15 minutes to confirm the needs identified in the first meeting and present a value-based recommendation for Franklin University's repainting and maintenance programs.

When you told your boss, he indicated you need to secure this account to achieve your 2nd quarter goal. He is also under pressure to

During the first meeting you discovered the following information:

- Alex recently completed a cost review across several maintenance projects. High-traffic areas like residence halls and lecture buildings require repainting every 18–24 months due to scuffing and wear.
- The average repaint cost is $18,000 per project, driven mostly by labor (≈65%) rather than paint materials.
- Alex's team uses three separate paint suppliers, creating complexity in ordering and inconsistent color matching.
- Procurement has encouraged departments to look for opportunities to standardize vendors to reduce administrative burden.
- The University aims to reach 30% sustainability certification on facilities (low-VOC, GREENGUARD®, etc.) next fiscal year.
- Alex must present any new vendor or product changes to the Director of Facilities and Procurement for budget approval.

Your objectives are:

- Confirm the impact of issues
- Present specific Sherwin-Williams solutions that align with Alex's goals.
- Frame a recommendation that shows measurable ROI or operational improvement.
- Agree on next steps necessary to become a vendor.

Other information discovered in the first round must be confirmed during the meeting.