

# Seller Guide



## English Role Play Seller Guide

### First Round

## Seller Information

You have recently been promoted to a sales representative with the Sherwin-Williams company (<https://www.sherwin-williams.com/>). Sherwin-Williams is the largest paint and coatings manufacturer in the world. You graduated from your university with a minor in sales, and you were invited to a networking meeting from the Sales Program. You met with a good friend that after graduation found a job working with the Facilities organization in your school. He mentioned that they use some other paint brands in the school, but never Sherwin Williams.

Through your school contacts you were able to secure a meeting with Alex Baylor, the Facilities Manager of the university. You could not find a lot of information about Alex, but you were able to secure a meeting today. You received an email with the following information:

*Good morning,*

*Thanks for reaching out. I would be open to meeting with you. This is a timely meeting. I am beginning to connect with our current and future vendors at the university. I have a 15-minute window tomorrow afternoon. See you then.*

*Regards,  
Alex*

Your objectives are:

- Introduce yourself to Alex.
- Obtain more information about Alex's current situation and identify potential needs/opportunities for you and Sherwin-Williams to provide value.
- Agree on next steps necessary to become a vendor and present your solution.