SEBASTIAN CHOINSKI

DISTRICT SALES MANAGER

METRO NEW JERSEY DISTRICT

SHERWIN WILLIAMS COMPANY

WHO IS SEBASTIAN CHOINSKI?

Metro New Jersey District Sales Manager

Graduated Baruch College 2019

Entered MT program

ASM

Store Manager

Account Executive

Commercial Branch Manager

Sales Manager

THE SHERWIN-WILLIAMS COMPANY

- *Founded in 1866, The Sherwin-Williams Company is a global leader in the manufacture, development, distribution, and sale of paints, coatings and related products to professional, industrial, commercial, and retail customers. Sherwin-Williams manufactures products under well-known brands such as Sherwin-Williams®, Valspar®, HGTV HOME® by Sherwin-Williams, Dutch Boy®, Krylon®, Minwax®, Thompson's® Water Seal®, Cabot® and many more.*

- *With global headquarters in Cleveland, Ohio, Sherwin-Williams® branded products are sold exclusively through a chain of more than 4,900 company operated stores and facilities, while the company's other brands are sold through leading mass merchandisers, home centers, independent paint dealers, hardware stores, automotive retailers, and industrial distributors. The Sherwin-Williams Performance Coatings Group supplies a broad range of highly engineered solutions for the construction, industrial, packaging and transportation markets in more than 120 countries around the world.*

- *Sherwin-Williams shares are traded on the New York Stock Exchange (symbol: SHW).*

WHAT IS S-W'S APPROACH TO SELLING?

- Sales is about adding value for our customers

- What's do our customers value?

  - Making Money

  - Saving Money

  - Reducing Hassles and Risk to their business

- How do we add value?

  - Providing Superior Products

  - Delivering Superior Service

  - Supporting their needs w/Tools and Resources

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SUPERIOR PRODUCTS

PRODUCT QUALITY HAS BEEN A LONG-TERM DIFFERENTIATOR FOR SHERWIN-WILLIAMS.

WE SPEND COUNTLESS HOURS IN THE FIELD LISTENING TO OUR CUSTOMERS RE: COATING NEEDS. THE "VOICE OF OUR CUSTOMERS" DRIVES OUR PRODUCT INNOVATION EFFORTS.

THESE EFFORTS HAVE IMPROVED APPLICATION/DURABILITY OF EXISTING PRODUCTS AS WELL AS THE DEVELOPMENT OF UNIQUE PRODUCTS AVAILABLE ONLY FROM SHERWIN-WILLIAMS.

SUPERIOR SERVICE

Our Brand promise is "Ask Sherwin-Williams" which requires a high level of service.

Our employees possess a high level of knowledge which allows them to answer product and job-related questions

We also provide unique productivity related services that save our customers time and money. Things like:

Free Delivery

Twenty-four hour ordering

Apps that provide specifics related to their business

SUPERIOR TOOLS AND RESOURCES

The ability to provide tools to improve our customers business is yet another way that differentiates Sherwin-Williams

Tools to help the painter market their business, bid a job, or find additional workers.

We also have tools that help improve our customer's customer satisfaction. Things like:

| Helping them select colors for a project | Showing different color views for larger projects | Providing a detailed overview of the products, sheens and colors used on a project |

PAINT MAINTENANCE GUIDE

HTTPS://WWW.SHERWIN-WILLIAMS.COM/ARCHITECTS-SPECIFIERS-DESIGNERS/SPECIFICATIONS/CUSTODIAN

ASKING QUESTIONS

- The primary way that we obtain information

- Different questions provide different things:

- Open-ended Questions: Give the person a lot of options to respond

  - Starter words: Tell me, Describe, Discuss, Share

- Mid-Range Questions: a little more specific, so the person can respond w/a detailed/broader response

  - Starter words: Who, What, When, Where, Why, How

- Close-ended Questions: specific questions to clarify/confirm

  - Starter words: Is, Are, Do, Does, Would, Could, Should

SAMPLE QUESTIONS TO ASK A CUSTOMER

- Open-ended Questions: Give the person a lot of options to respond

  - Starter words: Tell me, Describe, Discuss, Share

  - *"Tell me about your goals for the year"*

  - *"Discuss your goals for your business this year"*

- Mid-Range Questions: a little more specific, so the person can respond w/a detailed/broader response

  - Starter words: Who, What, When, Where, Why, How

  - *"Who can help you achieve your goals?"*

  - *"How can S-W help you achieve your goals?"*

- Close-ended Questions: specific questions to clarify/confirm

  - Starter words: Have, Is, Are, Do, Does, Would, Could, Should

  - *"Have you used our products, services, or tools in the past?"*

  - *"Do you have experience with S-W?"*

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ASKING QUESTIONS ACTIVITY

- You run into a friend at breakfast and want to learn more about what they did last night. Create two questions for each type listed below. Be prepared to share your responses.

- Open-ended: broad questions that give the person a lot of options to respond
  - Starter words: Tell me, Describe, Discuss, Share

- Mid-Range: a little more focus, so the person can respond in a broad or focused way
  - Starter words: Who, What, When, Where, Why, How

- Close-ended: good to clarify and confirm details,
  - Is, Are, Do, Does, Would, Could, Should

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LISTENING

- Listening: The other half of the way we obtain information
- We can ask great questions, but if we don't listen we're not going o be successful.
  - Studies have shown we spend half our time listening, but we end up retaining less than 25% of what the person shared
- Why?
  - We are easily distracted and lose focus
    - Who would say that they have a short attention span?
  - We listen for a way to start talking ourselves
    - It's easier to talk
  - We try to solve things
    - That's what they want isn't it?
- The Goal: Listen to understand, not respond
  - When you don't understand, ask more questions until you do!

PROBING

- Probing occurs when:

  - You ask someone a question about something they said, you listen to their response, and then you ask another question based on what they shared

- Example:

  - Salesperson asks a question: "What issues are you having on jobs?"

  - Customer responds (salesperson listens): "Touch up has been an issue"

  - Salesperson probes by asking another question: "Tell me more about the way you are touching up?"

- Probing supports your ability to learn more and add value to the customer's world.

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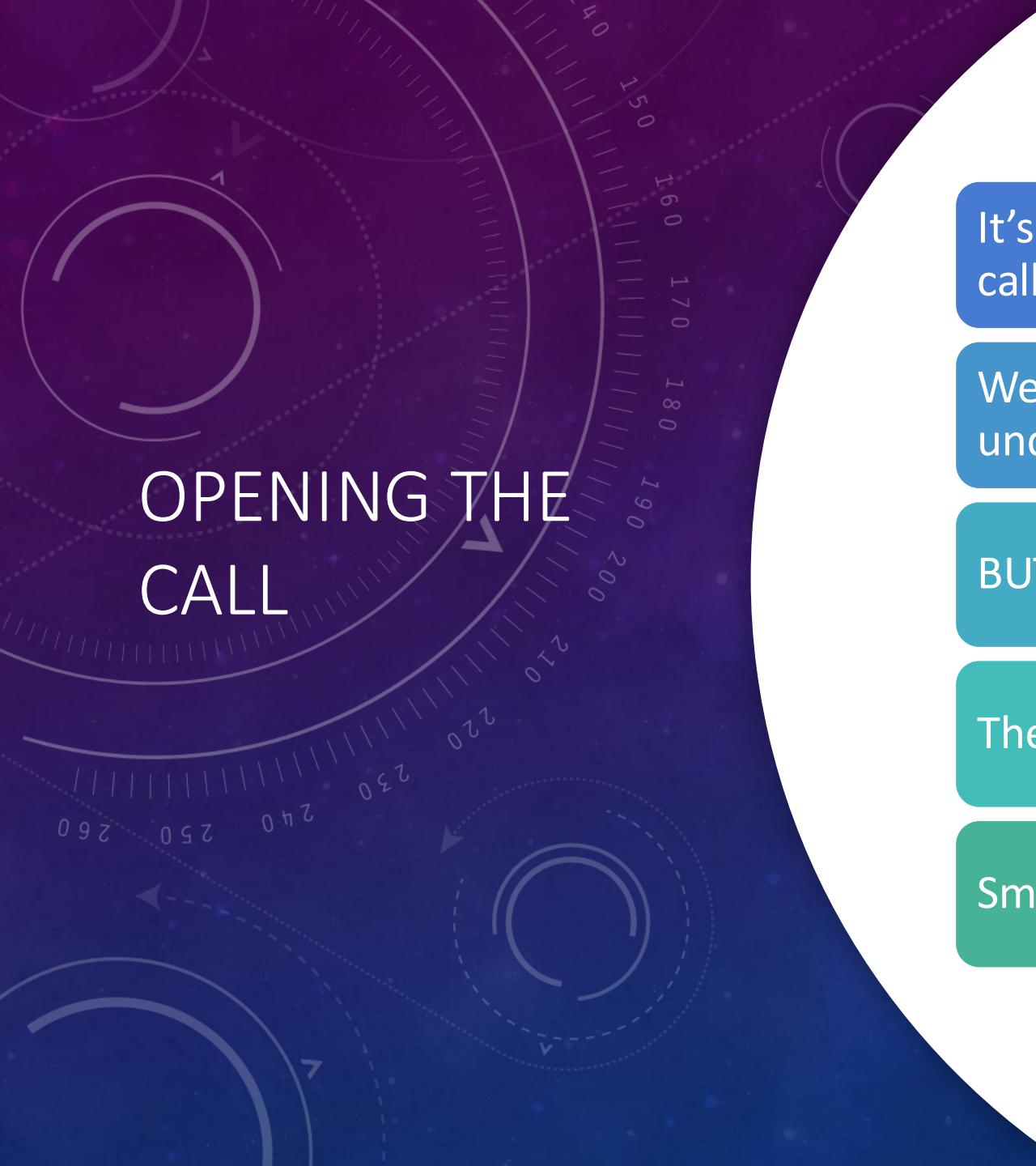
OPENING THE CALL

It's important that you have a good start to the call

We've talked about the importance of understanding what the customer wants/needs

BUT, you can't just start the call....

There's a process

Small Talk and then your opening statement

UNDERSTANDING HOW PEOPLE COMMUNICATE

Do you like to watch people?

- What do you look for when you watch them?

Salespeople look for certain cues to help them develop/deepen the relationship

- What is the PACE for their communication
  - Fast Paced/Slow Pace?
  - Tell Directed/Talk Directed?
- What is the level of STRUCTURE that the person uses?
  - High Structure relying on facts, details, w/o a great deal of emotion
  - Lower Structure relying on thoughts/feelings, with more emotion

PUTTING IT ALL TOGETHER
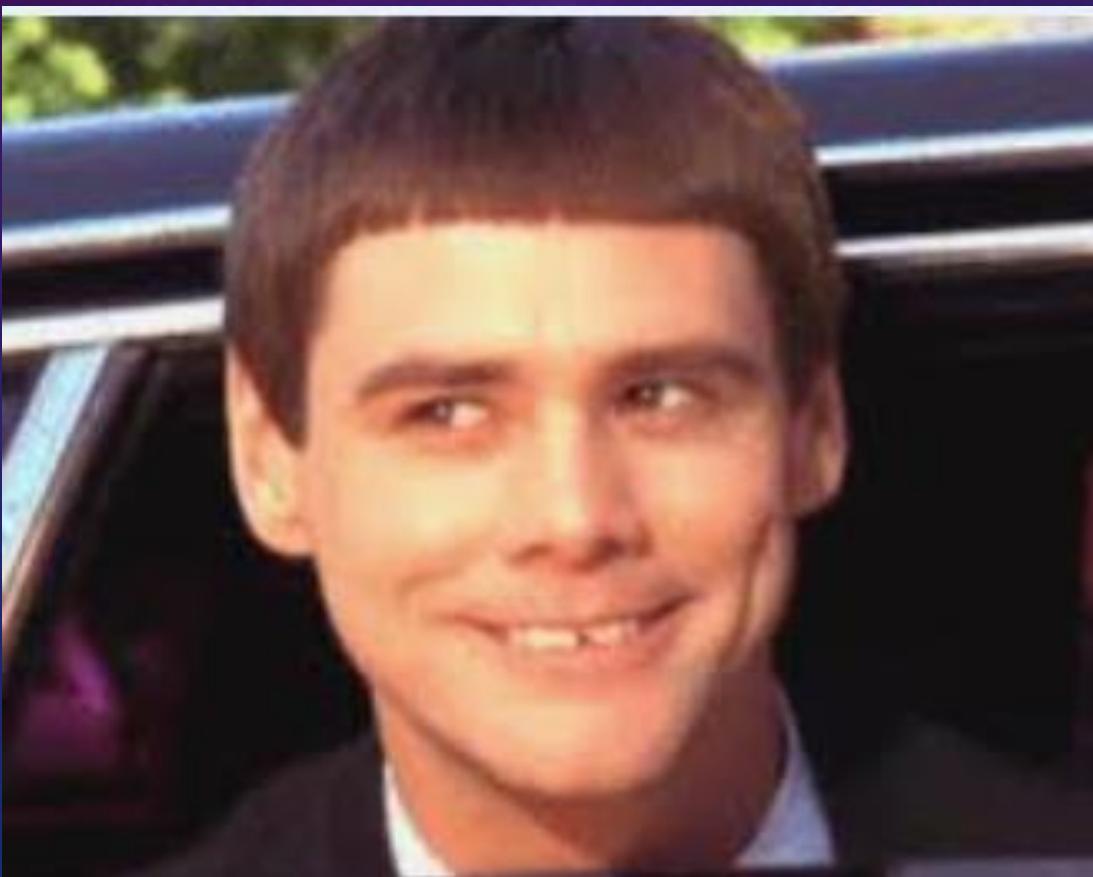
- Pace?

- Structure?

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PUTTING IT ALL TOGETHER

- Pace?

- Structure?

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UNDERSTANDING WHAT'S IMPORTANT TO OUR CUSTOMERS

ASKING QUESTIONS

LISTENING

PROBING

OPENING THE CALL

UNDERSTANDING HOW PEOPLE COMMUNICATE