

The Sherwin-Williams Sales Competition 2020 SUNY Challenge



December 13, 2019

Greetings!

The team at **Sherwin-Williams** is very excited to sponsor the Sherwin-Williams Sales Competition 2020 SUNY Challenge at **Farmingdale State College** (“FSC”) in partnership with the FSC **Nexus Center for Applied Learning & Career Development** (“Nexus Center”). This applied learning entrepreneurship competition will task student teams to solve a real business opportunity for our company.

The Sherwin-Williams Sales Competition is designed to solve a problem for Sherwin-Williams to help us grow a specific segment of our business. The top team will get **\$3,000** to be divided by team members and a ‘traveling’ trophy that will be housed at the winner’s school. The second-place team will be awarded **\$2,000** to be divided by the team. The third place team will be awarded **\$1,000** to be divided by the team.

The competition will be held on Friday, March 27, 2020 at the Farmingdale State College. Teams are invited to apply from all State University of New York (SUNY) campuses. The competition will be judged on a written expanded executive summary and presentation.

Colleges are encouraged to conduct local competitions and then nominate their top teams to the final competition. This is a great class or club (e.g. Enactus, Business Clubs) project!

Please note: Not all applying teams may be selected for the final competition, and invitations to the final competition will be extended based on a review of applications by Sherwin Williams/the Nexus Center.

The details of the Challenge are in the following pages. We think presenting students with real business problems and having them develop solutions to those problems will help them bridge the gap between academics and the business world. Thanks for participating!

Sherwin-Williams: Katie Plas, Recruitment Specialist,
katie.plas@sherwin.com

Farmingdale State College, Nexus Center:
nexus@farmingdale.edu



**Farmingdale
State College**
State University of New York

NEXUS CENTER
FOR APPLIED LEARNING + CAREER DEVELOPMENT



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Introduction

You've heard of the Apprentice and Shark Tank television shows. We're taking that concept and applying it to a collegiate competition in retailing!

When you enter the **Sherwin-Williams Sales Competition 2020 SUNY Challenge**, you gain both practical and theoretical experience in the development of recommendations for a major corporate client. This challenge allows you the ability to bring your lifelong learning skills to a competition that will help to build a great base for your personal career in business.

The focus of this plan will be on helping Sherwin-Williams grow a segment of our business. The competition will be held Friday, March 27, 2020 at Farmingdale State College. The Sales Competition will surface ideas and creative solutions that will directly impact the company.

Competition Deadlines*

January 31, 2020 – Intent to Participate Application Forms Due
February 28, 2020 – Written Expanded Executive Summaries Due
March 27, 2020 – Competition & Awards Ceremony at Farmingdale State College

**Competition Deadlines are subject to change and notice will be provided.*

Rules and Procedures

1. The competition will be held **Friday, March 27, 2020** at Farmingdale State College (FSC), 2350 Broadhollow Road, Farmingdale, New York 11735. More information on the venue will be sent to participating schools as we approach the deadlines.
2. Applications from teams, consisting of an "Intention to Participate Form," (the "Application") are invited from any SUNY campus. The Application is due to the Nexus Center by **January 31, 2020**: nexus@farmingdale.edu. Use "SW Sales Competition" in the subject line of the email.
3. Each team must be comprised of at least two students but not more than four students. At



least two team members must be available to present at the competition on March 27, 2020 at FSC.

4. Students working on the project must be undergraduates, with a graduation date in 2020 or later.
5. The challenge may be a class project, a club project or, if there is enough interest among students, a group of students may get together and compete.
6. There **MUST** be a SUNY faculty (full-time or adjunct) or staff member to serve as advisor to the team (“Team Advisor”). One Team Advisor **MUST** accompany the team to the competition venue.
7. Each team is responsible for their own expenses (i.e. travel, transportation, lodging, materials for the presentation). A light breakfast and lunch will be provided on site.
8. Teams will be selected from the applicants (“Phase 1 Team”) to submit a “Written Expanded Executive Summary” (EES) to Sherwin Williams by **February 28, 2020 by 5:00 pm**. The written submission is required in order to participate in the competition on Friday, March 27, 2020 at Farmingdale State College.
9. **The finished written project must be received by February 28, 2020 by 5:00 p.m.** Projects should be sent to:

Katie Plas, Sherwin-Williams Recruitment Specialist:
katie.plas@sherwin.com

10. **Contacting Sherwin-Williams:** Each Phase 1 Team Advisor is invited to collect questions that students may have in regard to the competition. These questions will then be submitted to the company representative (assuming there are questions). The company representative will assemble the questions and provide general answers to the requesting Team Advisor. The company representative at Sherwin-Williams is:

Katie Plas, Sherwin-Williams Recruitment Specialist:
katie.plas@sherwin.com

11. Teams who successfully submit the finished written project by the deadline (“Finalist Team”) will be invited to participate in the competition on Friday, March 27, 2020 at Farmingdale State College.
12. As part of the competition, it is expected that at least one representative from each Finalist Team will visit at least one Sherwin-Williams Store, either formally or informally. Contact the store manager for best results. *If travelling is an obstacle for the students, a Sherwin- Williams representative can visit the class.* Contact katie.plas@sherwin.com to request a class visit.



Awards

Awards are determined by the combined score of the expanded executive summary and presentation.

Award	Description
Grand Prize	The grand prize –The team will receive a ‘traveling’ trophy that will be housed at the winner’s school, plus the following: \$3,000 total to be divided equally among team members
2nd Place	\$2,000 total to be divided equally among team members
3rd Place	\$1,000 total to be divided equally among team members
Every person will receive a certificate for participating.	
Other awards	There may be other awards presented by the judges if outstanding performance is indicated. This will be up to the judges’ discretion. For example, awards MAY be given for “Best Presenters,” “Best Plan” or for other achievements that exceed the minimum expectations.

The Written Portion – Expanded Executive Summary (“EES”)

1. Each team must be comprised of at least two students but not more than four students. At least two of the four team members must also present at the competition.
2. This challenge requires the development of a 5 – 7 page written Expanded Executive Summary (“EES”). Phase 1 Teams will be invited to submit an EES. The EES may NOT exceed the page limit. All pages, except the front page, should be numbered. All pages, including the front page count in the page limit.
3. The written EES document must have a front cover. The name of the competing college or university should appear on that cover along with the Sherwin-Williams logo (which must conform to Sherwin-Williams Communication Standards), the team’s name, the students’ names, and the name and contact information for the faculty/staff advisor. Other information, graphics, etc. may appear on the cover. The cover counts toward the 7-page limit.
4. All pages must be 8½ by 11 inches. Fold-out, half-sheets or any other odd size pages are NOT allowed. Any copying method may be used for the EES.



5. Each Phase 1 Team should generate secondary data to substantiate all material found within their executive summary. APA (American Psychological Association) style should be used for referencing purposes within the EES. Primary research is accepted and encouraged. The team should provide rationale for recommendations.
6. When entering the challenge all students and faculty/staff advisors agree that all of the ideas from the competition become the property of Sherwin-Williams. They further agree that all of the ideas for the paper, and the representative information provided within the paper are the work of the students. All competitors agree that they will receive no compensation for their work
7. Due Date: The EES must be received by email to the Sherwin-Williams representative, or designee, by **February 28, 2020 by 5:00 p.m. No Plans received AFTER 5:00 p.m. that day will be allowed.** Early submission is encouraged to allow for problems with delivery. This deadline is important as it gives the judges time to review and reflect on the students' work prior to the actual presentation, thus allowing the judges time to concentrate on the presentation. Failure to deliver the papers to the Sherwin-Williams representative prior to the deadline will result in disqualification from the challenge. Problems related to computer/Internet failure, postal interruption, or other delivery issues are the problem of the competing team, not Sherwin-Williams. This means if your EES is not in the hands of the Sherwin-Williams Representative, your team is disqualified, no excuses will be heard. Phase 1 Teams that successfully submit the EES will be invited to participate in the competition on March 27, 2020 as a Finalist Team. Send the EES to:

Katie Plas, Sherwin-Williams Recruitment Specialist:
katie.plas@sherwin.com

Suggested Expanded Executive Summary (“EES”) Contents

You may decide on the contents. Shown below are suggested areas to include.

Introduction

Situation/SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats)

1. Current situation (research that describes current situation with regards to case)
2. SWOT analysis of the current situation

Objectives – use SMART objectives – Describe what your team wants to achieve as it relates to the case

Recommendations – Provide recommendations and how to implement Evaluation–

Provides ideas on how the recommendations will be evaluated Conclusion



Works Cited – Include the research used in development of the expanded executive summary in APA (American Psychological Association) style.

The Presentation

1. Each team will be required to make a 15-minute (limit) presentation to the judges at the competition on March 27, 2020 at FSC. Following the presentation there will be a 10-minute (limit) question and answer (Q&A) session with the judges. The 15-minute limit is hard, meaning that, at the end of the 15 minutes, the timer will say stop and the presenting team must stop their presentation. Any team that fails to halt after the timer has indicated time is at an end may be disqualified. The timer will stop the judges Q&A sessions at the 10-minute mark, no matter where the teams or judges are in asking, answering the questions. A two-minute warning will be provided if requested. ***These time limits are subject to change and Finalist Teams will be given advance notice of any changes.**
2. Each team must be comprised of a minimum of two students but not more than four students. At least two members of the team must also present at the competition. These team members **MUST** operate any and all electronic presentation devices. No one who is not a member of the team (including the Team Advisor) may help during the presentation. Only members of the presentation team may take part during the presentation and Q&A.
3. The presentations may be made utilizing any method desired. Graphs, layouts, charts, etc. may be used and displayed. Computer-generated presentations are allowed. You may show and/or hand the judges items; however, you may not **GIVE** them any items. Corrections to errors made in the expanded executive summary may not be made and given to the judges during the presentation.
4. The presentations and the question and answer session will take place publically during an open event. Anyone may be present during presentations.
5. Any work must be done by the students on the team.
6. Teams are responsible for all of their own equipment. Do not rely on the facility to conduct your presentation (internet capabilities are not guaranteed).

Scoring

1. Scoring sheets for both the EES and presentation will be used to choose winners. These score sheets should help the teams develop their expanded executive summary content.
2. Judges' decisions are final.
3. The penalty for all violations is disqualification.

Judges

The judges will be individuals who are experts in their particular areas. There will be judges



from the sponsoring company (Sherwin-Williams) and if needed, faculty and/or practitioners. The judges and competition sponsors reserve the right to modify any aspect of the competition at their discretion.

Sherwin-Williams Contact Information

Questions or concerns about the competition subject matter **must be initiated by the faculty/staff Team Advisor** and should be directed to:

Katie Plas, Sherwin-Williams Recruitment Specialist:
katie.plas@sherwin.com

Questions from interested students or Team Advisors about the application process may be directed to:

FSC Nexus Center: nexus@farmingdale.edu

NOTE: Please use “SW Sales Competition” in the subject line of the email.



The Sherwin-Williams Sales Competition Topic

Background

The Company manufactures products under well-known brands such as Sherwin-Williams®, Valspar®, Dutch Boy®, HGTV HOME® by Sherwin-Williams, Krylon®, Minwax®, Cabot®, Thompson's® Water Seal® and many more. With global headquarters in Cleveland, Ohio, Sherwin-Williams® branded products are sold exclusively through more than 5,100 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. For more information, visit www.sherwin-williams.com.

Segments

The Company is comprised of three reportable segments, which together provide our customers with innovative solutions to ensure their success, no matter where they work, or what surfaces they are coating:



Sales: \$8,377M
 Operating Profit: \$1,605M⁽¹⁾
 Operating Margin: 19.2%⁽¹⁾



Sales: \$2,840M
 Operating Profit: \$407.5M⁽¹⁾
 Operating Margin: 14.3%⁽¹⁾



Sales: \$4,400M
 Operating Profit: \$696.4M⁽¹⁾
 Operating Margin: 15.8%⁽¹⁾

Opportunity

This case focuses on the **The Americas Group**

Approach this as if your team is a part of consulting company.

The purpose of this project is to analyze the current market and marketing tools to identify the most effective existing tools in one specific market segment under the Americas Group umbrella:



Residential Repaint. Residential Repaint includes businesses and individuals who paint existing houses (interior and exterior) for homeowners.

Main Project Question

What are the best effective existing marketing tools to reach the residential repaint segment and what are recommendations for other marketing tools to best reach this segment. Teams should consider; the tools, the market capacity, the customer needs and marketing/sales principles.

Project Parameters

Develop an expanded executive summary with an emphasis on growing the residential repaint segment and provide recommendations on which marketing tools to use to reach this segment.

Students should present their own budget based their objectives. The budget must be realistic, and justification provided for proposed expenditures.

Ideas presented should be actionable. This means that the Sherwin-Williams team can implement the idea in a short period of time and that the idea deserves time, money and energy to expand the idea.

Useful Sites

How to Write a Case Study: <https://www.thoughtco.com/how-to-write-a-case-study-analysis-466329>

How to Write Executive Summaries:

<https://www.uakron.edu/cba/docs/communications/WritingExecutiveSummaries.pdf>



Tentative Score Sheets

Scoresheet - Expanded Executive Summary

	Must Improv	Should Improve	Satisfactory	Very Good	Excellent	Score
Situation/Strategy						
Current Situation	0-8	9-10	11	12-13	14-15	
SWOT	0-8	9-10	11	12-13	14-15	
Objectives	0-3	4-5	6-7	8-9	10	
Ideas						
Recommendations	0-23	24-27	28-31	32-35	36-40	
Evaluation and Control	0-1	2	3	4	5	
Other						
Introduction	0-1	2	3	4	5	
Conclusion	0-1	2	3	4	5	
Documentation of sources	0-1	2	3	4	5	
	TOTAL					

Scoresheet - Presentation

	Must Improve	Should Improv	Satisfactory	Very Good	Excellent	SCORE
Opening – Attention getting, led into topic	0-1	2	3	4	5	
Current Situation Analysis/SWOT	0-3	4-5	6-7	8-9	10	
Recommendations	0-29	30-34	35-39	40-44	45-50	
Conclusion – Effective	0-1	2	3	4	5	
Overall Delivery, gestures, energy level, voice	0-3	4-5	6-7	8-9	10	
Visual Aids	0-3	4-5	6-7	8-9	10	
Appearance – dressed for a professional presentation	0-3	4-5	6-7	8-9	10	
	TOTAL					



The Sherwin-Williams Sales Competition 2020 SUNY Challenge Intent to Participate Application Form



**COMMITMENT TO PARTICIPATE IN THE
Sherwin-Williams Sales Competition 2020 SUNY CHALLENGE.**
Intent to Participate application form due by ***January 31, 2020***

***EMAIL TO nexus@farmingdale.edu with "SW Sales Competition" in the subject line.**

Faculty/Staff Advisor's Name (Please Print), Title Phone Number

Faculty/Staff Co-Advisor's Name (if applicable), Title Phone Number

SUNY College or University: _____

Faculty Advisor's Address Email Addresses

Names of Students

Member Name	Major	Email	T-Shirt Size
1 Team Captain:			S M L XL XXL
2			S M L XL XXL
3			S M L XL XXL
4			S M L XL XXL

