



Client: Sherwin-Williams

Project: New Product Presentation & Training Materials

Tactics for New Product Education and Inspiration.

PRINT EXECUTION

INTERNAL COMMUNICATIONS

Our Challenge

Sherwin-Williams is always creating new coating technologies, so each year it has upgraded products to introduce to its sales teams. GO2 was tasked with educating the Sherwin-Williams sales force about the new products and ensuring they were excited to sell them.

Our Solution

GO2 created two tactics for this challenge.

1. Product Innovation presentation

To generate enthusiasm for coating releases, we created the Product

Innovation presentation for Sherwin-Williams' National Sales Meeting (NSM). NSM is where Sherwin-Williams sales professionals kick off a new year of selling. With many presenters, we had to capture the audience's imagination and stand out in the crowd.

We showed attendees a new side of their products with an exclusive look at the process behind the development of Sherwin-Williams coatings. From a deep dive into ideation to research and production center videos, we created a journey from concept to completion.

2. New Product Excellence reference book

The frontline must have extensive knowledge of product uses and benefits. So, we assembled the New Product Excellence (NPE) reference book with product literature, data sheets, selling strategies and more.

With simple tabs and organization, the NPE reference book is a user-friendly educational tool. Professionals can quickly get information and get back to selling.

Our Results

Our NSM presentation and NPE reference book educated and empowered nearly 10,000 Sherwin-Williams sales professionals to sell the company's newest coating innovations.