



***SHERWIN  
WILLIAMS***®

**Residential Repaint  
Contractor Conference**

**Program Details**

# Conference Outline

## OVERVIEW

The Residential Repaint Contractor Conference is a program we offer to our residential contractors. It is a way to deepen our relationships with new and opportunity accounts by providing a networking opportunity to explore business concepts within the painting industry. The ideal participants for the conference should be Residential Repaint Contractors with 1 to 5 years of running their own business.

We will be discussing PRO+ in several of our modules, so it is suggested each participant download their app prior to the conference.

## AGENDA

Below includes the suggested Agenda for the conference and a rough estimate on how much time each section should take:

Suggested Time	Module
10:00 – 11:00 1 Hour	Win the Bid
11:00 – 12:00 1 Hour	Social Media & Advertising
12:00 – 12:30 30 Min	Lunch
12:30 – 1:30 1 Hour	Productivity
1:30 – 2:30 1 Hour	Paint Talk
2:30 – 3:15 – 45 Min	Color Tools & Resources & Conclusion

# What you need to know

## Spanish Version

As this is a new version of the conference, we will be working with the Hispanic Marketing Team to produce an official version of the slides in Spanish. We know that some Districts are offering conferences in Spanish and may want to translate over the slides themselves for their events this year. Since the videos that are imbedded in the main presentation are in English, we have included a version of the presentation without videos that can be used. We have also included a few of the videos that have been made available in Spanish that you may choose to utilize in your conference. These videos are in the Spanish Videos folder. We will continue to add videos to this folder as they become available.

## Guest Speakers

The use of guest speakers for additional content will be at the discretion of each District. Whether you choose to utilize options available from the PCA or local contacts, all arrangements should be conducted by the District. For more information about the PCA speakers, their topics, and to request a speaker, visit:

[PCA 2022 Speaker Bureau](#)

## Registration Incentive

An Attendee Package that includes \$50.00 in merchandise. This might include brushes, rollers, frames, or other tools that can be expensed off at the store level. The Attendee Package shall be at the discretion of each District and provided at the conference itself.

## Raffles

One way to keep the conference lively and the contractors engaged is to have multiple small raffles throughout the day. You can include a Grand Prize Raffle at the end as well. Here are some examples that would follow the presentation: Purdy 14" Roller System, 3M Hand Masker 3000, ColorSnap Match Pro, Purdy Backpack

# What you need to know

## Teams Folder System

We have created a Team to access all information related to the Conference: [SWD – Res Repaint Conferences](#). This is a public Team, anyone can request to join and download the files.

### A. Full Version Folder:

This is the full version of the PowerPoint presentation. Please Note: because we have imbedded the videos directly into the presentation, the file size is very large and may take a few minutes to download. The Full Version Folder includes the Full Version of the Speaker Notes, as well as the Full Version of all Supporting Documents into one PDF file, making it easy to print the supporting materials for the Attendee Binders.

### B. Module Version Folder:

This is the Full Version divided out into individual module files. This includes the PowerPoint presentation per module, speaker note file per module, and individual PDFs of the supporting documents associated with that module.

### C. No Video Version Folder:

The No Video Version Folder includes both the Full Version of the presentation with no videos included, and the individual module versions of the presentation with no videos. This is a good option if you are translating in Spanish and do not want to include videos, or if you want to download the presentation and imbed the Spanish Videos that are available.

### D. Internal Forms:

This folder includes Invitations, Material Check Lists, Binder Cover Sheet, Digital Sign-In form and Printable Feedback Forms to include in the Attendee Binders.

### E. Spanish Video Folder:

Included in this folder are the Spanish Version of the videos that are currently available. We will continue to add to this folder as more videos become available.

# What you need to know

## **Attendee Binders**

Binders should be provided to each Attendee. A starting list of resource materials is provided in the Team Files under Internal Forms folder. The resources list both PDFs (included in Supporting Documents) and items we recommend you order from Order Express. The District is responsible for printing and ordering the binder items.

## **Feedback Forms**

Feedback Forms are in the Internal Files Folder. Please print these and distribute them out at the end of the conference or include them in the back of the Attendee Binder. We are requesting the leader of the Residential Repaint Contractor Conference reviews and consolidates the responses and presents the overall feedback of the conference to SWD Marketing Team. A Microsoft Form is located on the Teams Channel to submit your feedback.

# Modules

## Win the Bid

Win the Bid Module is a guided group discussion on tips and tricks to win more bids. We will explore the top traits homeowners' look for when deciding on a contractor to hire for a project. We will showcase our customizable marketing materials and discuss how painting contractors can utilize them on their bids. To top off the Win the Bid Module, we will highlight the Sherwin-Williams Bid tool. By understanding what traits homeowners' look for in a contractor and demonstrating the marketing tools Sherwin-Williams has to offer, this section should help painting contractors win more bids and grow their business.

## Social Media & Advertising

Social Media & Advertising Module is centered around how contractors can utilize social media platforms to promote a painting business. We will discuss the "why" behind setting up business social media pages specific to painting contractors and will showcase established business pages to inspire post content. We will hear from a contractor on how he creates simplistic videos to advertise his company. We will also consider if websites are still relevant, and how testimonials can help boost credibility and reputation. The Social Media & Advertising session will end by addressing the traditional advertising efforts. With this Module the participants will explore all of the Advertising opportunities they have available to effectively promote brand awareness.

## Productivity

The goal of the Productivity Module is to demonstrate ways that Sherwin-Williams can help contractors make their day easier and maximize jobsite productivity. In this module we will discuss time-saving technology accessible with their PRO+ Account, resources they can utilize to help grow their business, and feature some of our innovative products we offer to help increase efficiency.

# Modules

## Paint Talk

The focus with the Paint Talk Module is to help contractors talk to their homeowners about paint. We will discuss the components that distinguish a coating's quality, and we will highlight some of the innovative technology in the industry and how they can utilize these product features to be successful at solution selling.

## Color Tools & Resources

The Color Tools & Resources Module will be centered around the tools and resources Sherwin-Williams offers to help customers with color holdups. We want to discuss with the participants the impact that including a color process in their business will increase customer satisfaction and build credibility with their clients. We will showcase our resources that are available to them through their PRO+ Account.

## Conclusion

Our residential repaint conference is intended to be a networking event, where we show residential repaint contractors' tips and resources to help them win more bids, create professional marketing materials, and be able to articulate to their potential client innovative product technology that will help them sell a solution. We also want to explain why its important to build brand awareness, be more efficient at the jobsite, and help them confidentially address color conversations. We will wrap up the session by hearing from the contractors. We will ask them to share what the best advise they ever received regarding running their small business.