





SHERWIN-WILLIAMS

TRAINEE MANUAL

Chapter 4 Caption A

HOUSE PAINT OBJECTORS



1999

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NOW, WE ARE GOING TO SELL THESE OBJECTORS

The Fellow Who Says: "My House Doesn't Need Painting"

(The Style Guide will play a big part here)

Examine the surface with him. Agree with him that perhaps from the appearance standpoint it might get by another season. Point out the checks, the starting of cracks, the loosening of nails at the edges. The surface needs paint treatment. Tell him if he saves the surface he saves all. But if he waits, it will cost him much more than two good coats of paint now. Use the knife, show him how the wood is being exposed. Tell him that sun is just as bad as snow and sleet, and to protect his house against the summer weather, he should paint NOW. He'll paint.

The Fellow Who Says: "I'll Wait"

Ask him what for? For better weather? No better time than now. For lower labor? It's a good time right now. For lower prices? No indication of lower prices, indications point to firmness based on raw material costs. Furthermore, if he waits much longer he will have to get right down to the bare wood. He has already waited long enough. If he fails to paint now, it will be too late. Wait till Fall -- he'll have to repair then, and paint, too!

The Fellow Who Says: "It Costs Too Much"

Paint doesn't cost. It's an investment. It PAYS. It's cheaper to paint than to repair. Paint adds to the value of the home. Bankers recognize the fact. He will find out if he applies for a loan with his home as

collateral. Furthermore, paint is down in price this time. If he paints now he will check decay. If it off -- and he will have to repair and replace. Replacement costs on property are higher now than construction costs. He'll paint, too.

The Fellow Who Figures Lead and Oil are Cheaper

(Here's where you can demonstrate SWP)

Agree with him that lead and oil are splendid and necessary paint materials. But you are selling Sherwin-Williams SWP because you know that it gives better paint value than straight lead and oil. In fact, has lead and oil in it, in correct proportions. It contains dual purpose linseed oil, proper driers, turpentine, permanent colors that are ground right in the pigment, and that famous S-W Oslo-Titanium & Zinc together with a correct proportion of pure white Lead. These materials are properly proportioned in both undercoater No. 450 and in the finished coat No. 470 and are scientifically mixed and ground to insure permanent and uniform paint product. If he wants to watch our shades at a later date, he can always depend on doing so, so accurately are the colors maintained. This paint being so thoroughly mixed and ground spreads smoothly and affords maximum covering capacity, resulting in long life protection and beauty. It will not peel, scale or blister. It has controlled chalking. (Mention homes in the community that are painted with it.) The goods are ready to use and if he wants to do the job himself he can do so with the assurance that he will do a good one. Talk beauty and permanence. He'll paint.

The Fellow Who Says He Is Going to Sell - "Won't Paint"

"All right. Naturally you want to get the best price for your property. No better way than painting. A paint job that costs \$150 has often resulted in the owner getting \$1000 to \$2000 more for his property. The sales value of paint has long since been proven

Whenever you want to sell anything to best advantage
-- paint it."

*The Fellow Who Says He Had Bad Luck
with the Last Job and He's Going to Let Er Ride.*

(All the more reason for quick action)

That's unfortunate, but not at all proof that all
paints and all paint jobs are bad. Point out your a-
bility to give real paint service and real quality ma-
terials, and stand back of them. Go out on the job
with him, work out the correct treatment, get a relia-
ble painter, demonstrate the quality of your paint,
show him the many jobs of SWP that are giving GOOD
service. He, too, will paint.

REMEMBER TO OVERCOME ALL OBJECTIONS.
SELL STYLE AND BEAUTY
USE THE STYLE GUIDE



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