



SHERWIN-WILLIAMS.

ROOFING PASSPORT

Rollout Plan



Thank you for choosing Roofing Passport!

Before proceeding, please ensure that implementation is complete and testing of the Roofing Passport system -- for takeoffs and pricing -- is satisfactory.





Assign System Administrator

It is important to assign an appropriate person as the System Administrator. The duties of this position include:

- Updating pricing for all internal and external users of Roofing Passport
- Maintaining the inventory database – adding new inventory items, deleting discontinued items, and updating changed items
- Setting up new users in Roofing Passport

This individual may not be full-time but does needs to be technically adept and act as the “*answer person*” regarding inventory, SmartBuild packages, RP takeoff quantities, and related maintenance issues.



Assign Rollout Manager

It is equally important that an individual be assigned the task of rolling out Roofing Passport -- first for internal use -- then to the external customer base (*distributors and contractors*). This position is responsible for:

- Creating materials used in the marketing and selling processes
- Training the sales force tasked with introducing Roofing Passport to external users
- Managing the efforts of the sales force (*quantifying individual success in terms of presentations and number of actual users*)

Again, this person does not need to be full-time, though they should have the authority to use the resources required for the preparation of materials and to direct the sales force on efforts related to Roofing Passport.



Prepare Marketing and Sales Materials

This process is greatly facilitated by efforts previously made by SmartBuild and Sherwin-Williams. Each company created materials -- available on a partnership basis -- that are used by manufacturers. **Potentially private labeled, and otherwise edited for manufacturer use.* These include:

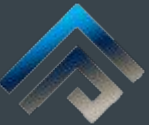
- Product Literature
- Website landing page content
- Sample press release
- Sample announcement email
- Output images from Roofing Passport
- Social media copy

The Rollout Manager is responsible for reviewing existing available content, editing, and private labeling materials. The Rollout Manager must be given the necessary resources.

[CLICK HERE FOR RESOURCES](#)



Train the Sales Force



Sales Force Training Steps

- Demonstrate Roofing Passport to the Sales Force:
 - Show the actual mechanics of running the platform
 - Display the output generated by the program
- Options for demonstration include:
 - A live lesson given by the System Administrator or Rollout Manager
 - Schedule a live, remote lesson with [SmartBuild Systems](#)
 - Watch SmartBuild created tutorial videos
- Rollout Manager Duties:
 - Equip and familiarize the sales force with Roofing Passport marketing and sales materials
 - Walk the sales force through the Roofing Passport value proposition
 - Demonstrate the process, and review several cost/benefit scenarios, for the sales force to use at the customer level





Sales Review

Rollout Manager Duties:

- Schedule meetings with the sales team at least twice per month
- Build and maintain a spreadsheet system. Include the following information for each salesperson:
 - Targeted account
 - Account status
 - Next steps



Congratulations!

Your Roofing Passport system is ready to go! Enjoy using this groundbreaking new platform.

If there is anything we can do to help you progress during this process, and your daily usage of the software, don't hesitate to contact us.

There are a variety of ways to reach our help desk:

Call: 720-622-2135

[Email Support Here](#)

[Create a support ticket here](#)

