

OVERCOMING OBJECTIONS



That may come with the Industry's first 2 in 1 removable agitator laundry models

Dramatization. Washer does not have front facing window

With anything new there may be questions, concerns or even objections.

First Step	How do I get there?
<p>Build an understanding of customer needs. Ask with confidence, listen and be prepared for objections.</p>	<p>Start by asking questions. Is your customer shopping under duress? Do they prefer an agitator or impeller? Do they not know which one they prefer?</p> <p>Use questions like: How do you prefer to wash your laundry? What type of washer configuration do you have now?</p>

Now that you have them thinking about the washer type, let's move to customer conversations.

You	Customer
<p>Ask, understand, and meet concerns.</p> <p>Determine the need, why they have the need and how to best fit the need, find out what is really important to them.</p> <p>Offer your customer solutions that will fit their needs</p> <p>Describe the advantages & benefits to the 2 in 1.</p> <p>Don't pitch, engage your customer.</p> <p>Offer proof: Customers will respond when you are confident and offer proof to address their concerns.</p>	<p>Customer: I have an agitator now but I have to replace my washer.</p> <p>Customer: I am afraid this might snag, or I won't use the agitator very often. Will the agitator become loose and disconnect?</p>
<p>Ensure you are offering accurate information to the customer which will help balance any confusion.</p> <ul style="list-style-type: none"> ○ The 2 in 1 agitator's purposeful design keeps all the components inside the post. ○ The agitator post securely locks into the receiver using a patented, spring-loaded, locking mechanism. When using the machine in impeller mode, that's when the agitator post is removed, a spring-loaded cap will pop up to help prevent any accidental snagging or catching of clothing. <p>The Crane Test performed by Whirlpool engineers shows the quality of the agitator by lifting the washer from the agitator handle. The customizable design allows your customer to decide how they want to wash their load depending on their needs.</p>	

Refer to eLearning and the [Video Center](#) for information regarding the tests performed by Whirlpool.