

SALES ASSOCIATE ACTION ITEMS



DELIVER AN EXCEPTIONAL CUSTOMER EXPERIENCE BY POWERING UP SMART APPLIANCES

Did you know that 86% of buyers will pay more for a better customer experience? When you power up and connect appliances on your floor, you will be able to bring these smart benefits to life for your customers.

GOALS

1. Understand what the Internet of Things (IOT) is and how it's reshaping American homes.
2. Determine how to effectively prepare to sell Whirlpool® smart appliances.

TECHNOLOGY NEEDS

- Whirlpool® smart appliances connected to the store internet via WiFi
- Whirlpool® smart appliances connected to the sales associate or store smartphone and/or tablet
- LearnWhirlpool.com

CREATING A CONNECTION

1. Download the Whirlpool® app and gain access to the store account.
 - Download through the App Store or Google Play
 2. Use the Scan-to-Connect process to connect the Whirlpool® smart appliances to the Whirlpool® app.
- [Link to Scan-to-Connect Video](#)

GETTING PREPARED TO SELL THE SMART APPLIANCE EXPERIENCE TO YOUR CUSTOMERS

We highly recommend you complete the courses listed below, in the order listed, to create a smart appliance experience for your consumers.

- [Who is the Whirlpool Connected Customer?](#)
- [How Do You Sell Whirlpool Connected Appliances Through Customer Interactions?](#)
- [How the Whirlpool® App Supports the Post-Consumer Purchase Experience](#)
- [Understanding Consumer Security Concerns Around Connectivity and Connected Appliances](#)
- [Showcasing the Whirlpool Connected Premium Freestanding Ranges and Microwave Hood Combinations](#)
- [Introducing Whirlpool Brand's Connected Refrigeration](#)
- [Cleaning Up with Whirlpool Brand's Connected Dishwasher](#)
- [Frequently Asked Consumer Questions about Connected Appliances](#)

INTERESTED IN LEARNING MORE ABOUT THE INTERNET OF THINGS?

We recommend you check out the courses below to learn more about how IOT is changing the way the world interacts with technology.

- [Introduction to the Internet of Things](#)
- [Smart Home Assistants](#)
ex: Amazon Echo®, Google Home™