

SELLING A MICROWAVE

HELP CUSTOMERS BUY WHAT'S RIGHT FOR THEM



CHOOSE A MICROWAVE TYPE

Help customers quickly identify the microwave that fits their kitchen and cooking style with questions like these.

- When was your microwave purchased?
- Where is your microwave located in your kitchen?
- What cooking tasks do you use your microwave for most often?



Over-the-Range Microwaves

- Streamline kitchen function by combining the microwave and ventilation
- Free up countertop space
- Some models offer recirculation option and do not need to connect to outside ventilation



Countertop Microwaves

- Offer a wide range of functionality in a compact space
- Cooking functions available include reheating, sensor and convection cooking
- Great for renters who want to move their microwave with them
- Can be placed out of sight in a pantry



Built-in/Drawer Microwaves

- Install within cabinetry or into a wall cutout
- A drawer style built-in microwave provides convenient access
- Can be located under the countertop or in a kitchen island

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KNOW THE AVAILABLE SPACE

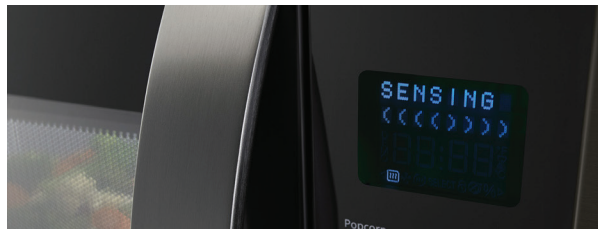
- Does your microwave fit into the cabinetry or stand on the countertop in your kitchen?
- If your microwave fits into the cabinetry, what is the height, width and depth of the space it fits inside?
- Do you need to relocate your microwave to make it more convenient to use?
- If you have a microwave with a larger interior—large enough to fit multiple dinner plates or a 9" x 13" casserole dish—would you use it more often?

UNDERSTAND THE FEATURES



Ventilation

An over-the-range microwave includes a ventilation function which helps reduce smoke, moisture, heat, odors and grease from the kitchen, protecting kitchen surfaces.



Sensor Cooking

Microwaves with sensor cooking options make it easy to cook foods like baked potatoes, vegetables and even pizza. Sensors evaluate the moisture levels in the microwave to help prevent overcooking.



Easy Cleanup

Microwave models may offer steam cleaning cycles as well as special interior surfaces that wipe out easily or resist staining. A removable turntable can be quickly rinsed and replaced.



Multi-Step Cooking

Set up cooking cycles and options for favorite recipes or use the presets built into the model to make the microwave a true cooking partner in the kitchen.

MATCH THEIR COOKING NEEDS

Ask: How often do you wish you had a second oven?

Show: Some microwave models offer convection cooking modes which allow you to bake, roast or broil in the microwave.

Ask: How often do you decide against making a recipe because of the multiple steps involved?

Show: A microwave can be your handy kitchen helper. Melt or soften butter, cream cheese or chocolate without using an extra pan. Heat water or pre-cook ingredients like onions easily.

Ask: How often do you discard leftovers because you think it will be too difficult to reheat them?

Show: Sensor cooking options take the guesswork out of reheating and cooking in the microwave for simple reheating of leftovers or cooking items like fresh or frozen vegetables.