

# SELLING A WASHER

HELP CUSTOMERS BUY WHAT'S RIGHT FOR THEM



## CHOOSE A WASHER TYPE

Help your customer quickly identify the washer type that fits their home with questions like these.

- What style is your current washer and when was it purchased?
- What size is your laundry space?
- How many people live in your household?
- How often do you do laundry?



### Top Load Agitator Washers

- Lid on the top for loading and unloading
- An agitator is the familiar spindle with fins in the center of the wash tub
- Select models offer deep fill water level options
- Often lower in price point than other options

*(Agitator shown for illustration only.)*



### Top Load Impeller Washers

- Access is through a lid on the top
- Controls may be on the back panel or on the top of the washer
- Impeller fits close to the bottom of the wash tub
- Offers greater capacity than agitator models

*(Impeller shown for illustration only.)*



### Front Load Washers

- Door in the front to access the wash tub
- Can be easier to access and move clothes from washer to dryer
- Stackable models paired with the matching dryer are great for small spaces



### Combination Washer/Dryer

- Functionality of a washer and a dryer in one appliance
- Usually ventless, meaning no duct to the outside is necessary for drying
- Ideal as a secondary unit in an in-law suite or upstairs near bedrooms

# SELLING A WASHER

HELP CUSTOMERS BUY WHAT'S RIGHT FOR THEM



## KNOW THE AVAILABLE SPACE

- What are the measurements of your current washer—height, width and depth?
- What are the measurements of the space the washer fits into—height, width and depth?
- What is the width and height of any doorways, hallways or stairways that the washer will pass through for installation?

Make sure that laundry space planning includes:

- Room to follow installation instructions for chosen washer model.
- About 4 feet in front of the machines to allow for door swing and loading and unloading.
- Add at least 6" of space for water hookups and drainage.
- Top load models need a minimum of 20" clearance above the machine to fully open the lid.

## MATCH THEIR LAUNDRY NEEDS

- Ask:** Do you want to be able to control the water level in your washer?
- Show:** Models with a deep wash or deep fill water level selection let customers use more water with some loads and clean others with lower water levels.
- Ask:** Where is your laundry space located in your home? What would be the most convenient space for your washer?
- Show:** Stackable front load or combination washer/dryer units can make it possible to install the washer in a more convenient location, like near bedrooms or in a hallway closet.
- Ask:** What are some of the challenges you have in your laundry space? Do you have enough storage?
- Show:** A laundry pedestal can be added to a front load washer for increased storage and easier access, without bending or stooping to load and unload.

## UNDERSTAND THE FEATURES



### Washer Capacity

Capacity is the size of the inside wash tub measured in cubic feet.



### Add a Garment

Nearly all washers sold today have a lid/door lock for safety. Many models offer an add a garment option which allows additional items to be added.



### Sanitize

Washers with a heater offer a sanitize cycle for fabrics that can handle high wash temperatures like towels and sheets.



### Bulk Detergent Dispenser

Some washers offer a detergent dispensing function. Detergent can be added to the bulk dispenser and sensors measure each load and then the right amount of detergent is added for that load/cycle.