

# SELLING A COOKTOP

HELP CUSTOMERS BUY WHAT'S RIGHT FOR THEM



## CHOOSE A COOKTOP TYPE

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

- What type is your current cooktop—gas or electric?
- Where is your cooktop located? Is it built into a counter space or island?
- How many burners does it have?
- What type of cookware do you have?



### Gas Cooktops

- Use natural gas or liquid propane (LP) as fuel
- Provide precise control of temperature and fast heating
- Offer a variety of burner grate materials and work with any type of cookware
- Number of burners varies with cooktop size
- Some models include built-in grills or griddles



### Electric Cooktops

- Heat using electricity
- Require a dedicated electrical circuit
- Coil elements or smooth surface styling work with any type of cookware
- Smooth surface glass or ceramic models have a sleek look and are easy to clean
- Select models have dedicated low temperature melt/simmer elements



### Electric Induction Cooktops

- Heat using electromagnetic energy
- Very responsive technology heats quickly
- Only works with certain cookware, like stainless steel or cast iron

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## KNOW THE AVAILABLE SPACE

- Most cooktops come in one of two standard widths, 30" or 36".
- What size is your current cooktop—height, width and depth?
- Does your current cooktop have downdraft ventilation built into it?
- Does your current cooktop have any special features like a built-in grill or griddle?

## UNDERSTAND THE FEATURES



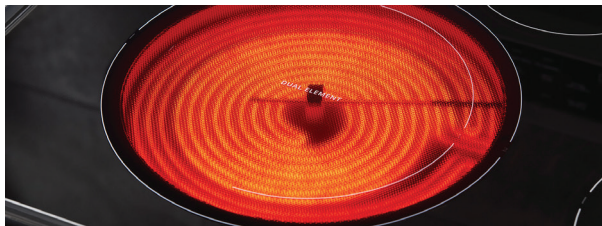
### Downdraft Ventilation

A cooktop with downdraft ventilation captures and filters smoke, moisture, heat, odors and grease from the kitchen, protecting kitchen surfaces.



### Induction

Using an induction element for cooking generates energy with electromagnetism from the cooktop surface into magnetic cookware like a cast iron skillet. If a magnet can stick to the bottom of a flat-bottomed pan, then it can be used with an induction cooktop.



### Double/Triple Element

Usually found on electric smooth top or induction cooktops, this combines multiple sizes into a single element, making them adaptable to different sized cookware.



### Simmer/Power Burner Options

Some cooktop models offer melt, simmer or high power burners ideal for tasks like melting chocolate, simmering cream sauce or high heat stir fry.

## MATCH THEIR COOKING NEEDS

**Ask:** Which burner do you use most frequently and why?

**Show:** Many cooktops offer a combination of burner/element types that include a high heat option for searing, frying and cooking with a wok as well as a low heat burner specifically for melting and simmering.

**Ask:** How difficult is it for you to keep your current cooktop clean?

**Show:** Electric induction cooktop models are easy to wipe clean. Some gas cooktop models offer burner grates that lift up and stay out of the way for cleaning, while other models feature dishwasher-safe grates.

**Ask:** Do you have ventilation above your cooktop with a kitchen hood or over-the-range microwave?

**Show:** It's important to upgrade your kitchen ventilation with your cooktop. Today's high heat cooktops can produce exceptional heat and moisture which may affect the surfaces in your kitchen.