

SELLING A DISHWASHER

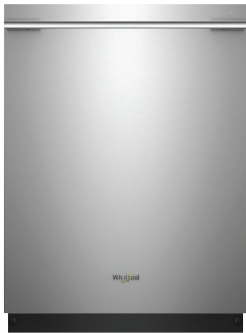
HELP CUSTOMERS BUY WHAT'S RIGHT FOR THEM



CHOOSE A DISHWASHER TYPE

Help customers quickly identify the dishwasher type that fits their cleaning needs with questions like these.

- What type is your current dishwasher and when was it purchased?
- Is it built into the cabinetry or can you move it around the kitchen?
- Where are the controls located on your current dishwasher?



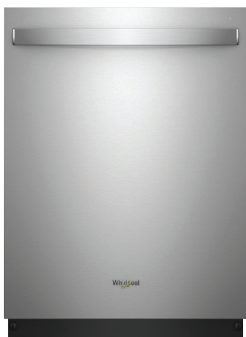
Traditional Built-in Dishwashers

- Most common dishwasher category
- Install below the kitchen counter and are approximately 24" wide
- Typically holds 12-16 five-piece place settings in a load
- Compact 18" wide models are available for smaller spaces



Portable Dishwashers

- Rolls to the sink for hook up at wash time
- Moves out of the way when not in use
- No special installation required (Most kitchen faucets will require an adaptor for the dishwasher hose connection.)
- Ideal for customers who don't have room for a built-in or for renters to take with them when they move



Hidden Controls

- Located on the top of the dishwasher door
- Accessible only when the door is opened
- May have a pocket handle or towel bar handle



Front Controls

- Located on the front of the dishwasher door
- Easy to view wash/dry cycle status
- Typically have a pocket handle



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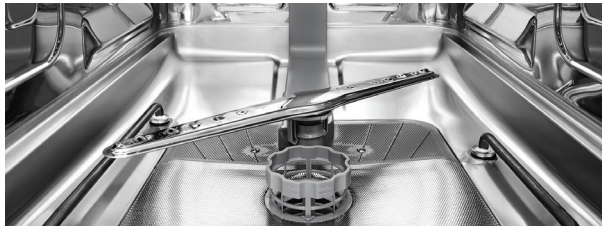
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KNOW THE AVAILABLE SPACE

- Where is your current dishwasher located in the kitchen?
- What are the measurements of your current dishwasher—height, width and depth?
- What are the measurements of the cutout space—height, width and depth?
- Do you have room to open the door fully and still move around in the kitchen? How much clearance is between it and other kitchen structures like an island?

UNDERSTAND THE FEATURES



Tub Material

Dishwashers offer different tub materials. Stainless steel resists stains and odors and may retain heat better for improved drying performance. Plastic tubs with grey color help minimize the appearance of stains.



Sensor Wash

Select dishwashers use sensors to help ensure quality cleaning. Soil level sensors are used to adjust wash cycle times while water temperature sensors maintain the ideal temperature for cleaning.



Quiet Cleaning

Noise level can be a key customer concern. Help them choose a decibel level they can live with.



Drying Cycles

Drying cycles and options fit into three categories: no heat dry, heated dry and fan drying with an optional fan to help push moisture out of the dishwasher.

MATCH THEIR CLEANING NEEDS

Ask: What cleaning cycles do you use most often? What cleaning cycles do you never use?

Show: Available cycles can include normal wash, heavy duty/pots and pans, light wash, sanitize and rinse only.

Ask: How often do you entertain?

Show: Some models offer specialty cycles for glassware while others have adjustable rack features to accommodate a variety of dish types and sizes—from stemware to large platters.

Ask: How often do you rinse your dishes before you put them in the dishwasher?

Show: Customers who don't want to rinse their dishes may be interested in a dishwasher wash system that includes a hard food disposal and filter system that keeps food from redepositing on dishes.

Ask: What kind of dishes do you normally wash by hand?

Show: Advanced wash options like bottle wash or heavy duty cleaning can help customers eliminate this chore.

Ask: In what area of the dishwasher do you put long, flat items like silverware and spatulas?

Show: Some models offer a third level rack which provides more space for extra silverware, large utensils or small shallow items like measuring cups.