

SELLING A DRYER

HELP CUSTOMERS BUY WHAT'S RIGHT FOR THEM



CHOOSE A DRYER TYPE

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

- What style is your current dryer and when was it purchased?
- Is it a gas or electric dryer?
- What type of washer do you have? What capacity is your washer?
- What size is your laundry space?



Front Load vs. Traditional Styling

- Customers may want to choose matching styling for washer and dryer in living areas
- Traditional dryers offer side-mount or top-down door. A top-down model provides a handy folding shelf.
- Models with a reversible door can be adjusted to better fit the laundry space



Gas or Electric Dryers

- Select electric dryers require a special 240-volt outlet
- A gas dryer uses natural gas or LP (liquid propane) and needs gas hookup



Ventless Dryers

- Don't require a vent to the outdoors
- Energy efficient but with longer cycle times
- Great for apartments or placement in an interior area of the home since no venting is needed



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

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KNOW THE AVAILABLE SPACE

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

General laundry space planning should include:

- Room to follow installation instructions for chosen dryer 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 dryer venting (unless it is a ventless model).

MATCH THEIR LAUNDRY NEEDS

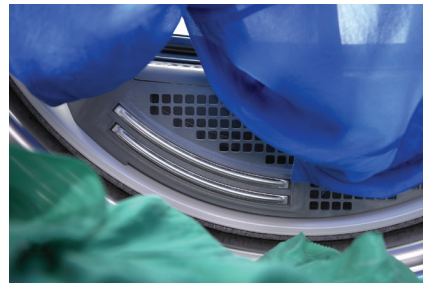
- Ask:** How often do you forget to take a load from the dryer in time?
- Show:** Some dryers come with cycles that periodically tumble, rearrange and fluff the load to help keep wrinkles from forming.
- Ask:** Where is your laundry space located in your home? What would be the most convenient space for your dryer?
- Show:** Stackable front load or combination washer/dryer units can make it possible to locate the laundry to a more convenient place 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 dryer for increased storage and easier access without bending or stooping to load and unload.

UNDERSTAND THE FEATURES



Dryer Capacity

Capacity refers to the size of the inside of the dryer drum and is measured in cubic feet. A dryer's capacity should be greater than that of the customer's washer to completely and efficiently dry their clothes.



Sensor Drying

Moisture sensors adjust the drying time accordingly to help prevent damage due to overdrying.



Sanitize

A dryer with a sanitizing cycle uses higher temperatures.



Steam Dry Cycles

Refresh an outfit, relax wrinkles and remove odors from fabrics with dry cycles that include steam.