

SELLING A RANGE

HELP CUSTOMERS BUY WHAT'S RIGHT FOR THEM



CHOOSE A RANGE TYPE

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

- What type is your current range—gas or electric?
- What kind of cooking and baking do you do?
- What would you change about your current range?
- How often do you host large gatherings for family and friends?



Electric Ranges

- Heat using electricity
- Require a dedicated electrical circuit
- Cooktops can feature coil or smooth surface elements
- Models with hidden bake elements make the oven easier to wipe clean



Dual Fuel Ranges

- Use both gas and electricity, combining the fast heat and easy control of a gas cooktop with even, electrical heat for the oven
- Requires both a gas line and an electrical hook-up in their kitchen



Gas Ranges

- Use natural gas or liquid propane (LP) as fuel for cooking and baking
- Cooktops provide more precise and immediate control of temperature
- Models may offer in-oven broiling or a broil drawer under the oven



Oven Options

- Double ovens provide the ability to cook with two different temperatures at one time
- Single oven ranges may feature a lower warming drawer or an under-oven broiler

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MULTIPLE OPTIONS FOR THE AVAILABLE SPACE

- Does your range fit into the cabinetry or stand alone in your kitchen?
- What is the height, width and depth of the space your current range occupies?
- Does your current range have controls at the back or the front?

Depending on the layout of their kitchen, customers have options on how the range integrates into their kitchen.

- **Freestanding ranges** have finished sides and can go between cabinets or stand alone. These models often have an attached backsplash panel that includes the controls, but models with front controls and no attached backsplash offer a more integrated look.
- **Slide-in ranges** may have finished or unfinished sides. Models with unfinished sides need to have cabinets on both sides for proper installation. Slide-ins usually have controls at the front of the range or cooktop.

MATCH THEIR COOKING NEEDS

- Ask:** How often do spills in your oven go unnoticed until they are baked on?
- Show:** Ranges offer a variety of different cleaning options. From high-heat self-cleaning cycles to steam cleaning functions that allow for continued use of the cooktop while cleaning the oven.
- Ask:** How often do you entertain?
- Show:** A double oven range provides the ability to bake, roast or broil at two different temperatures at once. Cook appetizers or dessert in the upper oven while using the lower oven for the main dish.
- Ask:** When you have an oven full of cookies, how evenly does each sheet bake?
- Show:** Ovens with true convection have a fan and heating element in the back of the oven to circulate the heat throughout the oven for even baking and roasting from rack to rack.

UNDERSTAND THE FEATURES



Convection

A range with a convection oven has a fan in the back of the oven cavity that circulates the hot air around the oven to cook food faster and more evenly. Baking time may be reduced compared to standard thermal bake recipes.



True Convection

True convection adds a heating element plus a fan in the back of the oven cavity for more uniform heat. Some models offer convection conversion to automatically adjust time and temperature from standard thermal bake recipes.



Double/Triple Element

Usually found on electric smooth top ranges, these elements combine multiple sizes into a single element, making them adaptable to different sized cookware.



Simmer/Power Burner Options

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