

SELLING A REFRIGERATOR

HELP CUSTOMERS BUY WHAT'S RIGHT FOR THEM



CHOOSE A REFRIGERATOR TYPE

Help your customer quickly identify the configuration type that fits their lifestyle and their kitchen with questions like these.

- What style is your current refrigerator and when was it purchased?
- What size is your kitchen?
- How many people live in your household?
- How often do you shop and what type of food do you purchase most often?



Top Freezers

- Classic configuration sized to fit in smaller kitchens
- Offer full-width shelves in both refrigerator and freezer compartments
- Smaller capacities are great for smaller households



French Doors/Multi-Doors

- Two doors open for easy access
- Additional doors or drawers offer multiple storage options
- Counter-depth models fit flush with the surrounding countertops
- Ideal for larger households



Bottom Freezers

- Put fresh food at eye level
- Pull-out freezer drawer models available
- Models sized for smaller kitchens
- Great for customers who use a lot of fresh food



Side-by-Sides

- Provide more freezer space than most other types
- Counter-depth models fit flush with the surrounding countertops
- Narrow doors are a great fit for galley style kitchens or those with an island near the refrigerator

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KNOW THE AVAILABLE SPACE

- What are the measurements of your current refrigerator—height, width and depth?
- What are the measurements of the cutout space—height, width and depth?
- What is the width and height of any doorways, hallways or stairways that a refrigerator would have to pass through for installation in the kitchen?
- Where is the refrigerator located in your kitchen?
- Do you have any trouble accessing it in its current location? How much clearance is between it and other kitchen structures like an island?
- If it is a top freezer or bottom freezer model, which way does the door swing?

MATCH STORAGE OPTIONS TO THEIR LIFESTYLE

Ask: How often do you entertain?

Show: Full-width deli or pantry drawers offer great storage options for large platters or sheet cakes. Also show how dual ice makers can make it easy to keep the party supplied with ice.

Ask: How often do you use fresh fruits, vegetables and greens/herbs?

Show: Models with storage features like adjustable humidity control for fruits and berries or greens. Some models offer specialty storage for fresh herbs to help maintain freshness longer.

Ask: What types of frozen food do you buy most often?

Show: Freezer storage options include dedicated space for bulky items like pizza boxes.

UNDERSTAND THE FEATURES



Full-Width Pantry Drawer

An interior or exterior drawer with a separate temperature control creates a dedicated zone for storing snacks or party trays.



In-Door Ice Storage

Models with ice storage in the door free up shelf space for fresh or frozen food depending on the model.



Adjustable Glass Shelves

Glass shelves stop spills to cut down on messes. Customizing options depend on the model, but can include sliding shelves that pull-out for easy access or move out of the way for tall items.



Dual-Cooling System

With this system, air circulates separately for the freezer and fresh food compartments, helping to keep each at ideal temperature and humidity levels.