

# SELLING A WALL OVEN

HELP CUSTOMERS BUY WHAT'S RIGHT FOR THEM



## CHOOSE A WALL OVEN TYPE

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

- Is your current wall oven a double oven or single oven?
- Does your current wall oven include a microwave?
- What kind of cooking and baking do you do?
- What would you like to change about your current oven?
- How often do you host large gatherings of family and friends?



### Single Ovens

- May be installed in the wall or below the countertop
- Most are electric ovens, but gas models are available
- Some kitchen designs place a wall oven in the cabinets below a cooktop



### Double Ovens

- Two ovens offer twice the cooking space
- Cook at two different temperatures at one time
- Great for customers who entertain or love to bake



### Microwave Oven Combination

- An upper microwave oven and a lower traditional thermal oven
- Some models include convection baking for greater flexibility

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## KNOW THE AVAILABLE SPACE

- What are the measurements of your current wall oven—height, width and depth?
- What are the measurements of the cutout space the oven fits into—height, width and depth?
- Are you planning to replace any additional kitchen fixtures such as cabinets/countertops?

## UNDERSTAND THE FEATURES



### Convection

A wall oven with convection 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. With convection, baking time can typically be reduced compared to standard thermal bake recipes.



### True Convection

Wall ovens with true convection add a heating element with fan in the back of the oven cavity for more uniform heat. Some models offer a convection conversion feature which automatically adjusts time and temperature from standard thermal bake recipes.



### Specialty Cooking Options

Specialty cooking options available with wall ovens can include a food temperature thermometer and steam baking cycles as well as delay bake and keep warm functions.



### Sabbath Mode

A setting designed for users whose religious practices restrict the use of some appliance features on the Jewish Sabbath and holidays.

## MATCH THEIR COOKING NEEDS

- Ask:** How often do spills in your oven go unnoticed until they are baked on?
- Show:** Wall ovens offer a variety of different cleaning options. From high-heat self-cleaning cycles to steam cleaning.
- Ask:** How often do you entertain?
- Show:** A double wall oven provides the ability to bake, roast or broil at 2 different temperatures at once.
- 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 for even baking and roasting from rack to rack.