

# SELLING A MICROWAVE

## CHOOSE A MICROWAVE TYPE

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

- When was your microwave purchased?
- Where is your microwave located in your kitchen?
- What cooking tasks do you use on your microwave most often?
- Would you cook more in your microwave if it could be a second oven?

## MATCH THEIR COOKING NEEDS

**Ask:** How often do you wish you had a second oven?

**Show:** Some microwave models offer convection cooking modes which allow you to bake, roast or broil in the microwave.

**Ask:** How often do you decide against making a recipe because of the multiple steps involved?

**Show:** A microwave can be your handy kitchen helper. Melt or soften butter, cream cheese or chocolate without using an extra pan. Heat water or pre-cook ingredients like onions easily.

**Ask:** How often do you discard leftovers because you think it will be too difficult to reheat them?

**Show:** Sensor cooking options take the guesswork out of reheating and cooking in the microwave for simple reheating of leftovers or cooking items like fresh or frozen vegetables.

**Ask:** Is the sleek built-in design a look you seek for your kitchen?

**Show:** Built-in designs maximize space and help create an open, airy kitchen. The flush\* design fits both the front and bottom of standard depth cabinets, giving kitchens a sleek, finished look.

**Ask:** Are you concerned with how appliances fit in your cabinets?

**Show:** The Flush unit or Low Profile with built-in trim kit (also available for countertop microwaves) are options that give a built in look without the price.



### STANDARD MICROWAVES (S)

#### Over-the-Range

- Streamline kitchen function by combining the microwave and ventilation
- Free up countertop space
- Some models offer recirculation option and do not need to connect to outside ventilation

#### Countertop

- Offer a wide range of functionality in a compact space
- Cooking functions available include reheating, sensor and convection cooking
- Great for renters who want to move their microwave with them
- Can be placed out of sight in a pantry
- The optional trim kit gives your microwave a sturdy, built-in look. Easy to install in standard-sized cabinets over select 27" or 30" wall ovens.

27" Part No. MK2227A | 30" Part No. MK2220A



### LOW PROFILE MICROWAVES (L)

- Enough room for all the essentials
- Hidden touch panel that's easy to clean and provides a modern look
- Optional trim kit lets you integrate your microwave seamlessly into your cabinets without needing to buy an additional kit.



### FLUSH MICROWAVES (F)

- Built-in flush design gives kitchens a sleek finished look
- Vent activates while cooking and then retracts when no longer needed
- Turntable-free design eliminates the need for a turntable by circulating heat around dishes with a hidden motor for maximum space



### DRAWER MICROWAVES (D)

- Install within cabinetry or into a wall cutout
- Provides convenient access
- Can be located under the countertop or in a kitchen island

\*When installed in standard cabinet depth 12-3/4".

# SELLING A MICROWAVE

## KNOW THE AVAILABLE SPACE

- Does your microwave fit into the cabinetry or stand on the countertop in your kitchen?
- If your microwave fits into the cabinetry, what is the height, width and depth of the space it fits inside?
- Do you need to relocate your microwave to make it more convenient to use?
- If you have a microwave with a larger interior-large enough to fit multiple dinner plates or a 13" x 9" casserole dish-would you use it more often?

## UNDERSTAND THE FEATURES



### Ventilation

An over-the-range microwave includes a ventilation function which helps reduce smoke, moisture, heat, odors and grease from the kitchen, protecting kitchen surfaces.



### Sensor Cooking

Microwaves with sensor cooking options make it easy to cook foods like baked potatoes, vegetables and even popcorn. Sensors evaluate the moisture levels in the microwave to help prevent overcooking.



### Convection Cooking

Use your microwave as a second oven with multiple convection cycles that let you cook cinnamon rolls, cookies, pizzas and more.



### Air Fry Mode

Air Fry Mode gives the flexibility of a microwave and air fryer in one appliance to free up counter space. Air fry chicken nuggets, wings, fries and more to get crispy results at home.



### Easy Cleanup

Microwave models may offer steam cleaning cycles as well as special interior surfaces that wipe out easily or resist staining. A removable turntable can be quickly rinsed and replaced.



### Multi-Step Cooking

Set up cooking cycles and options for favorite recipes or use the presets built into the model to make the microwave a true cooking partner in the kitchen.



### 90 Degree Hinge Door

Install your microwave hood next to a wall if necessary with a 90° hinge door.



### Grill Mode

Grill meat and vegetables in your microwave with Grill Mode. The Air Fry Basket allows direct heat to sear the outside of your food, creating a nice crust and flavor.