

KitchenAid® Gas-on-Metal Cooktop

HOW TO SELL

KCGK330/6S, KCGK530/6S, KCGK730/6S

COOKSHIELD™ FINISH*

Protects the cooktop surface from yellowing.

INTEGRATED WOK GRATE*

Transform your burner with a seamlessly Integrated Wok Grate.

5 VERSATILE BURNERS

Provides the perfect range of cooking power from 6,000 to 18,000 BTUs.

Fuel more moments with the KitchenAid® Gas-on-Metal Cooktop

Featuring 5 versatile burners, sleek Edge-to-Edge Cast-Iron Grates, the tactile feel of premium weighted knobs, and an integrated wok as you step up the line.

*Available on 5 & 7 Series cooktops.



THE TOP 3 COOKTOP PURCHASE DECISIONS

As a sales associate, recognizing which of these factors matters most to the customer allows you to guide the conversation more effectively and increase your close rate.

1. Price

"I Need Something That Fits My Budget"

The new KitchenAid 3 Series is now entering the market at a mass entry price point, that happens to be the largest industry segment in gas cooktops*.

2. Brand

"I Trust a Name I Know"

KitchenAid® brand cooktops have strong brand reputation, can be personalized, and offer long lasting design offerings for customers.

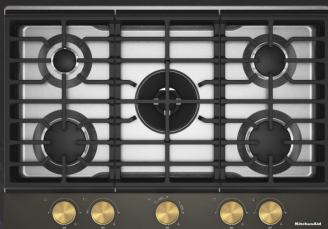
3. Configuration & Color

"I Need It to Fit My Kitchen"

Offered in both 30-inch and 36-inch, KitchenAid® makes it easy to replace a current cooktop. Also, they can personalize their cooktop with a curated palette of exterior finishes and mixed metal hardware.

Mix and match to make it yours

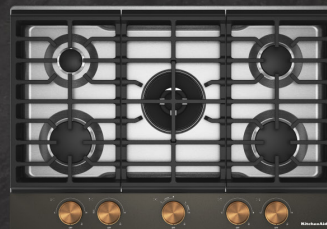
Personalize the knobs of your appliance when you purchase or change up your look later with a fresh new kit.



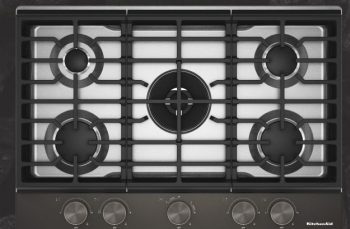
Brass



Stainless Steel



Bronze



Black Ore

*Traqline HPOS Price Bucket for Gas Cooktops (2024)

Qualifying Questions

1

What matters most to you when it comes to keeping your cooktop looking new over time?

2

What kind of high-heat dishes do you cook at home?

3

What are your thoughts on having visible burner indicators on your cooktop while still keeping a stylish design?

Features

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COOKSHIELD™ FINISH*

Ensures your gas cooktop maintains its like-new appearance, offering superior resistance to yellowing compared to uncoated cooktops.



INTEGRATED WOK GRATE*

Lets you experience high-heat wok cooking with authentic stir-fry flavor right at home. The removable grate seamlessly allows you to nestle a round-bottom wok directly into the burner's flames.



BACKLIT KNOBS**

Deliver a beautiful accent with LED lights that let you know when the burner is in use.



AUTO REIGNITION**

Relights burners with an electric spark. If something happens to snuff out the flame, such as a gust of air or boilover, the Auto Reignition feature will relight the burner without manual intervention.



EDGE-TO-EDGE CAST-IRON GRATES

Enhance the beautiful look of the cooktop and allow easy movement of cookware around the entire cooking surface. Wash these Cast-Iron Grates right in the dishwasher when they get messy.



DESIGNED TO BE PERSONALIZED*

With a curated palette of exterior finishes and mixed metal hardware. Pick from lush Juniper, warm Black Ore and classic Stainless Steel finishes, all with matching knobs or personalize your hardware with optional knob accessory kits.

*Available on 5 & 7 Series cooktops.

** Available on 7 Series cooktops.

DEMOS

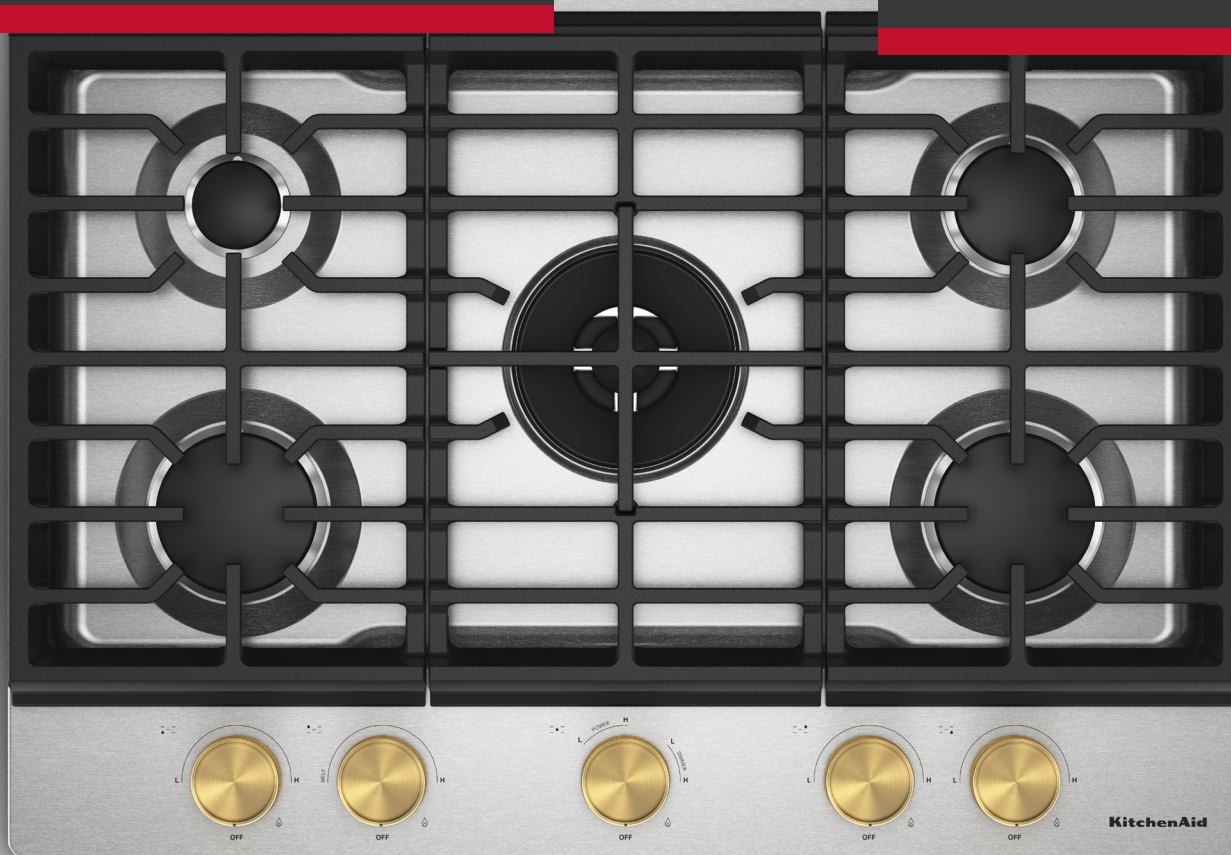
KCGK330/6S, KCGK530/6S, KCGK730/6S

EDGE-TO-EDGE CAST-IRON GRATES

Place a pot on the cooktop and slowly move the pot from one burner to another without lifting it demonstrating the smooth surface to move the cookware.

INTEGRATED WOK GRATE

Remove the wok insert, and place a wok pan directly on the grate showing how it nests perfectly into the burner, no wobbling or extra adapters needed.



COOKSHIELD™ FINISH

Bring in a permanent marker to simulate spills by drawing on the cooktop, then use a soft cloth with water to wipe it up, showing how easily spills disappear. Tell your customer how not only does the CookShield™ finish resist yellowing, it keeps the kitchen looking clean and bright without extra effort.

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