

Whirlpool® Top Load Laundry

HOW TO SELL THE PAIR: WTW5057L & WE/GD5050L

MATCHING CYCLES: These help reduce the mental burden for your customer in terms of having to choose a cycle. The matching cycles are *Heavy Duty, Delicates, Bulky Items* and *Towels*.

CUBIC FOOTAGE: A dryer should be about twice the capacity of your customer's washer for optimal drying performance.

WTW5057: 4.7-4.8 Cu. Ft. Capacity
WE/GD5050: 7.0 Cu. Ft. Capacity

MATCHING AESTHETICS: The washer and dryer should match in terms of shape, color and usability of the console. Not only does a matching pair make the laundry room look better, but it also helps your customer put their best foot forward when selling their home.

KEY TO A SALE: Ask why your customer is looking and what is driving their decision?

There are a variety of reasons why customers may be shopping for a washer or dryer. Chances are, it may be a duress or a planned-duress purchase. For washers, ask if they prefer an agitator or impeller. Usually, choice is based on what they are most comfortable with, what they typically wash or whatever their previous washer came with. Their dryer preference will likely be something that matches their washer's capacity, cycles or aesthetic.

By asking questions and listening to your customer's needs and desires, you determine the products to start with.



Washer Qualifying Questions

1. How old is your current washer?
2. What type of items do you wash in your washing machine?
3. Do you prefer an agitator or impeller?
4. How many loads do you run during the week?
5. Do you think it is important to change the way you wash depending on what you are washing?
6. Have you ever wished your washer could tell you when the load was ready to move to the dryer?



2 in 1 Removable Agitator

Asking these questions will help you understand how your customer does laundry and where their preference may be. If they want an agitator, offer the **WTW5015L**. Are they interested in an impeller? Show the **WTW5010L**. Undecided on either? The direct choice may be the 2 in 1 washer, **WTW5057L**.

Showing the **WTW5057L** is a good starting point. This removable agitator innovation allows your customer to customize any load to care for their clothes the way they want by easily swapping the agitator post in or out.



2 in 1 Impeller

Don't forget to call out its features like an upgraded aesthetic design, the *Built-in Water Faucet* and our *Deep Water Wash Option*.

If smart capability intrigues them, it's a great opportunity to move up to the **WTW8127L** and all its features, including the app!



Prewash clothes in your washer with the Built-In Water Faucet.



Get more water for your load with the Deep Water Wash Option.

Bulky Items Cycle only available with deepest water level.



Dryer Qualifying Questions

1. How old is your dryer?
2. Do you know what the size/capacity is of your current dryer?
3. Does it offer settings compatible with your washer?
4. Do you know about the new features on dryers for protecting your clothing?
5. Do you currently have to split your load to get everything dry or extend your dry time?



With the improved capacity in our **WTW5057L washer** (4.7/4.8cu.ft.), it's important for your customers to also have a dryer that can handle those larger loads. Increased drying capacity means increased air flow which means increased drying performance. With the combination of added dryer capacity and moisture sensing technology in the **WE/GD5050L**, your customer will not only see great drying performance, but have a matching laundry pair that performs as good as it looks.



Model Line Up

4.5 Cu. Ft. Capacity
360 Wash Agitator
Built-In Water Faucet
Presoak Option
Deep Water Wash Option
Smooth Spiral Stainless Steel Wash Basket



WTW5015L | WE/GD5010L

7.0 Cu. Ft. Capacity
Moisture Sensing
Wrinkle Shield™ Option
Timed Dry
Air Only Cycle

+ 4.6 Cu. Ft. Capacity

+ Smooth Impeller

Built-In Water Faucet
Presoak Option
Deep Water Wash Option
Smooth Spiral Stainless Steel Wash Basket



WTW5010L | WE/GD5010L

7.0 Cu. Ft. Capacity
Moisture Sensing
Wrinkle Shield™ Option
Timed Dry
Air Only Cycle

+ 4.7-4.8 Cu. Ft. Capacity

+ 2 in 1 Removable Agitator

Built-In Water Faucet
Presoak Option
Deep Water Wash Option
Smooth Spiral Stainless Steel Wash Basket



WTW5057L | WE/GD5050L

+ Steam Refresh Cycle

7.0 Cu. Ft. Capacity
Moisture Sensing
Wrinkle Shield™ Option
Timed Dry
Air Only Cycle

+ 5.2-5.3 Cu. Ft. Capacity

+ 2 in 1 Removable Agitator

+ Load & Go™ Dispenser

+ Pretreat Station Plus

+ Smart Appliance*

+ Intuitive Controls

Presoak Option
Deep Water Wash Option



WTW8127L | WE/GD8127L

+ 7.4 Cu. Ft. Capacity

+ Advanced Moisture Sensing

+ Smart Appliance*

+ Intuitive Controls

+ Wrinkle Shield™ Plus option with Steam

+ EcoBoost™ option