

Whirlpool® 3-Door French Door Bottom Mount Refrigeration

HOW TO SELL

WRFF3136S | WRFF3336S | WRFF3536S | WRFF3736S



31 CU. FT. CAPACITY

Our largest refrigerator with 31 cu. ft. capacity.

LARGE CAPACITY FREEZER ICE STORAGE

Large Capacity Freezer Ice stores over 7 lbs of ice.

TOTAL COVERAGE COOLING

Total Coverage Cooling helps keep an even temperature at every shelf.

Keep up with your family's busy life with this 31 cu. ft. refrigerator, our largest capacity french door refrigerator in its class* provides family-sized space

At 31 cu. ft., our largest capacity french door refrigerator in its class* provides family-sized space.

*Standard depth 3-door refrigerators with external water dispensers.

*Standard depth refrigerators with no water dispensers.

*Standard depth refrigerators with internal water dispensers.

Selling Family-Sized Capacity on the 3-Door French Door Bottom Mount

Did you know?



FAMILY SIZED CAPACITY

Our Family-Sized Capacity refrigerator provides family-sized space, a large capacity ice maker, and flexible organization to keep up with all your family needs.



GALLON DOOR BINS

Free up shelf space with Gallon Door Bins that fit items like milk cartons or tall condiments, so you have easy access to grab everyday items.



ADJUSTABLE GLASS SHELVES

Store more groceries with frameless, full and half Adjustable Glass Shelves.

Step-Ups



WRFF3136S

- + 30.5 Cu. Ft. / 36" Wide
- + Total Coverage Cooling
- + Large Capacity Freezer Ice Storage
- + Pint Size Storage
- + Pizza Pocket



WRFF3336S

- + One Hand Internal Dispenser w/Filtered Water



WRFF3536S

- + 29.5 Cu. Ft. / 36" Wide
- + Large Capacity In-Door Ice Storage
- + In-Door Filtered Water & Ice Maker



WRFF3736S

- + Dual Icemakers (2nd Icemaker in Freezer)

Qualifying Questions

1

Do you find yourself frequently running out of space in your current refrigerator?

2

How important is it to you that all your groceries, no matter where they're placed in the refrigerator, stay consistently fresh and at their optimal temperature?

3

How frequently do you find yourself completely running out of ice, especially when entertaining large groups or during warmer months?

Features



FAMILY SIZED CAPACITY

Our Family-Sized Capacity refrigerator provides family-sized space, a large capacity ice maker, and flexible organization to keep up with all your family needs.



TOTAL COVERAGE COOLING

With Total Coverage Cooling, multi-flow vents direct fresh, chilled air throughout the refrigerator to help keep an even temperature at every shelf.



LARGE CAPACITY FREEZER ICE STORAGE

Large Capacity Freezer Ice stores over 7 lbs of ice with built-in ice maker in freezer. Use it to fill the cooler, or turn it off for additional frozen storage space.



IN-DOOR FILTERED WATER & ICE MAKER

The In-door Filtered Water Dispenser & Ice Maker makes over 3 lbs of ice. The ice bucket is also removable to make filling coolers easy for any family adventure.



INTERIOR FILTERED WATER DISPENSER

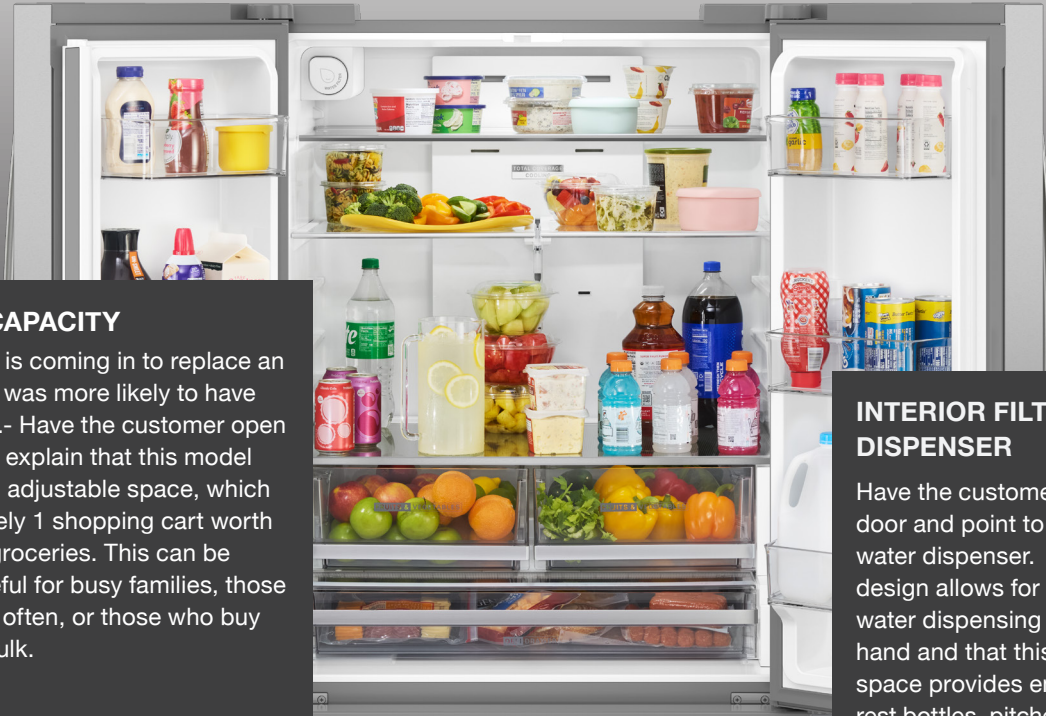
Enjoy a sleek look and fresh, filtered water with the Interior Filtered Water Dispenser. The dedicated space provides enough room to rest bottles, pitchers, pots, glasses and measuring cups under the dispenser, so you can get fresh filtered water with ease.



PIZZA POCKET

Easily store frozen pizzas upright without the hassle of trying to fit them on flat freezer shelves.

DEMOS



31 CU. FT. CAPACITY

If the shopper is coming in to replace an older model it was more likely to have been 25 cu. ft.- Have the customer open the doors and explain that this model is 31 cu. ft. of adjustable space, which is approximately 1 shopping cart worth of additional groceries. This can be especially useful for busy families, those who entertain often, or those who buy groceries in bulk.

INTERIOR FILTERED WATER DISPENSER

Have the customer open the left door and point to the one handed water dispenser. Explain this design allows for one handed water dispensing allowing a free hand and that this dedicated space provides enough room to rest bottles, pitchers, pots, glasses and measuring cups under the dispenser, so you can get fresh filtered water with ease.

LARGE CAPACITY FREEZER ICE STORAGE

Have the customer open the freezer compartment and show the customer the large capacity for ice. Explain how this can simplify entertaining by having a large supply of ice to fill a cooler.

TOTAL COVERAGE COOLING

Open the doors and point to the back tower of the unit where the Total Coverage Cooling placard is. Explain that the Total Coverage Cooling ensures even cooling throughout the refrigerator.

FIND MORE APPLIANCE SALES RESOURCES AT [LEARNWHIRLPOOL.COM](https://www.learnwhirlpool.com)

Whether you seek educational courses, documents, lineups, or videos, LearnWhirlpool is that one source for appliance sales materials for Whirlpool®, Maytag®, KitchenAid®, and Amana® products.



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*Standard depth refrigerators with internal water dispensers.

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