

Whirlpool® 3 Series Slide-In Electric Range

HOW TO SELL WSES3130S (S/B/W)

EDGE-TO-EDGE GLASS COOKTOP

Maximize your cook space with an Edge-to-Edge Glass Cooktop

NO PREHEAT MODE

Take preheating off your plate with No Preheat Mode

SLOW COOK

Heat up all day dishes with Slow Cook

BUILDER MODEL



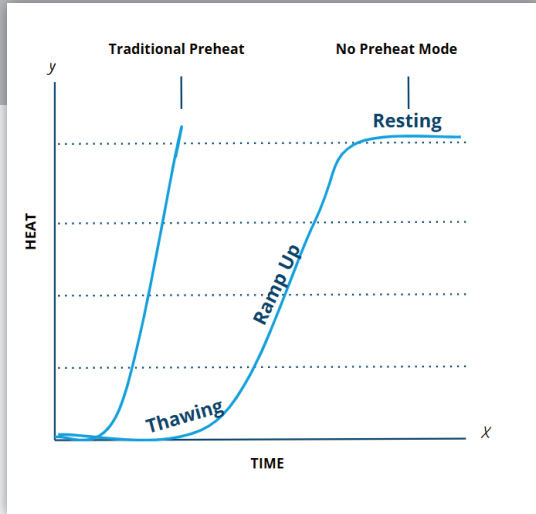
Make the most of your time in the kitchen with this Whirlpool® 30-inch electric range.

Take preheating off your plate with No Preheat Mode, and heat up all day dishes with Slow Cook. This ENERGY STAR® Certified model is an excellent builder option, helping customers save money on their utility bills in their new home.

SELL WITH CONFIDENCE

WSES3130S (S/B/W)

DID YOU KNOW?



**For illustration purposes only*

No Preheat Mode

Start cooking for your family without the wait

Traditional Preheat vs No Preheat Mode

In a traditional oven, you might wait 10 to 15 minutes just for it to preheat before you even start cooking. With No Preheat Mode, your oven skips that step completely, so dinner is cooking while an oven that requires preheating is still heating up.

How it Works

On the WSES3130S, the bake and broil elements all work together to quickly heat the oven cavity, saving time.



Slow Cook

More Room for Family Dinner, Less Clutter on the Counter

Ovens typically have more room than a slow cooker, allowing you to cook roasts, ribs, or multiple dishes at once. With Slow Cook on the Whirlpool® range, this cooking method is used to cook food slowly over a long period of time in an oven safe lidded pot. This is an ideal technique to infuse flavors gradually, simmering food on low heat, and it is ideal for cuts of meats, stews, soups or sauces.

How it Works

The bake and broil elements cycle on and off in intervals (while the fan circles the hot air when applicable, if there is convection) to ensure proper heat distribution.

Qualifying Questions

1

How much time would you save if you didn't have to preheat your oven?

2

Do you like preparing meals ahead of time or using slow cooking methods to save time during busy days?

3

How important is having a large, uninterrupted cooking surface when you're preparing meals with multiple pots and pans?

Features

WSES3130S (S/B/W)



NO PREHEAT MODE

Take preheating off your plate and cook up frozen faves with No Preheat Mode. Simply press a few buttons and let your oven calculate the proper cooking time.



SLOW COOK

Heat up all day dishes with Slow Cook. Our high-speed fan optimizes air flow to maintain a low, even temperature for longer cook times to thoroughly heat up your food. Tackle your to-do list while soups, pastas and roasts come to temp without the worry.



EDGE-TO-EDGE GLASS COOKTOP

Maximize your cook space with the exceptional style and flexibility of an Edge-to-Edge Cooktop. Move pots and pans between heating elements to sauté, boil and simmer with style.



2 FLEXHEAT™ DUAL RADIANT ELEMENTS

Customize your element size for large or small cookware and boil 40% faster.* Both elements offer multiple sizes with 6", 9" and 12" rings.



HIGH SPEED PREHEAT

Cook for a crowd and get dinner going quickly with our High Speed Preheat Oven. Our specially designed oven preheats in under 8 minutes** and fits large dishes like a full-sized 20-pound turkey with your side dishes. Get food on the table with our fastest preheat available.



STEAM & SELF CLEAN CYCLES

Easily clean your oven with the adjustable Self Clean cycle that can be customized based on the amount of spills and splatters. For lighter messes, use the Steam Clean setting to quickly and easily loosen residue inside the oven without harsh chemicals or cleaners—just add water, run the cycle, and wipe away.

*When comparing to the standard 6" element on the same unit.

**Using rapid preheat bake cycle to 350 degrees when the cooktop is not in use.

DEMOS

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If available, use a few different-sized pots and pans to demonstrate how the seamless surface allows them to shift cookware around easily. Emphasize how it's ideal for multitasking—beneficial for families juggling multiple dishes at once.



NO PREHEAT MODE

Show your customer how easy mealtime can be. With No Preheat Mode, they can place a frozen meal right in the oven, press a few buttons, and the oven takes care of the rest—automatically calculating the cook time. It can save up to 10–15 minutes compared to traditional preheating, which adds up on busy nights.

SLOW COOK

Ask your customer if they usually use a slow cooker for all-day meals. Then show them how Slow Cook mode is built right into the oven—no extra appliance needed. It provides gentle, consistent heat to help make meals warm and tender, while decluttering the kitchen and keeping meal prep simple.

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