

Whirlpool® 4 Series Freestanding Range

HOW TO SELL WFES4530S & WFGS4530S

2 FLEXHEAT™ DUAL RADIANT ELEMENTS (ELECTRIC)

Boil 40% faster** with two FlexHeat™ Dual Radiant Elements.

GRIDDLE ZONE (GAS)

Maximize your cooking space with the 8,000 BTU Griddle Zone.

AIR COOKING TECHNOLOGY

Experience the difference* of more air flow with Air Cooking Technology.

6 COOKING MODES

Make more feel-good meals with a variety of cooking modes.

Experience the difference* of Air Cooking Technology with this 30-inch electric and gas range.

Get crispy fast with No Preheat Air Fry, and bake evenly on multiple racks with the dynamic air flow of Air Baking.

*Compared to thermal bake.

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

SELL WITH CONFIDENCE

WFES4530S & WFGS4530S

Selling Air Cooking Technology in the 4 Series Range



No Preheat Air Fry

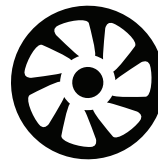
Save time*,
get crispy
results

Air Baking

Goosey to
golden,
even results



Shoppers don't understand the difference between fan & true convection, but they do understand, know and love Air Fry!



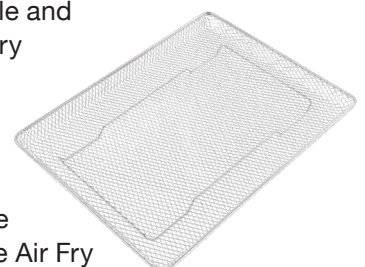
HOW IT WORKS:

Air Cooking Technology uses a high-speed fan to move hot air around their food.

Don't Forget to Speak To:



Show: Point to the console and show the No Preheat Air Fry & Air Baking mode. Then open the oven and show them the capacity inside for different food options. Don't forget to mention the Whirlpool Dishwasher Safe Air Fry Basket as an optional accessory (Part Number W11692811).



Tell: "If you've used an air fryer, this is like having a full-size version built right into your oven."

*Compared to WFE550S0LZ

Qualifying Questions

1

Do you use an air fryer at home and are you looking for similar results without having to preheat a separate appliance?

2

Do you like having options when you cook, like being able to air fry one day and bake or broil the next?

3

How often do you find yourself needing to clean your oven, and would an easy, chemical-free way to tackle light messes be helpful?

Features

WFES4530S & WFGS4530S



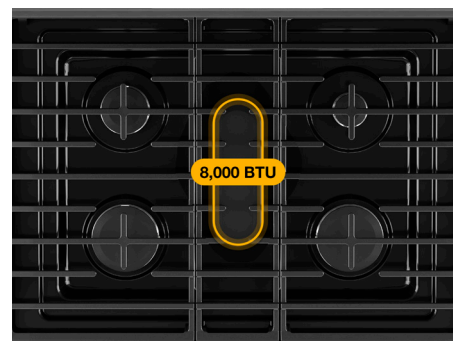
AIR COOKING TECHNOLOGY

Experience the difference* with Air Cooking Technology, featuring more air flow with No Preheat Air Fry and Air Baking.



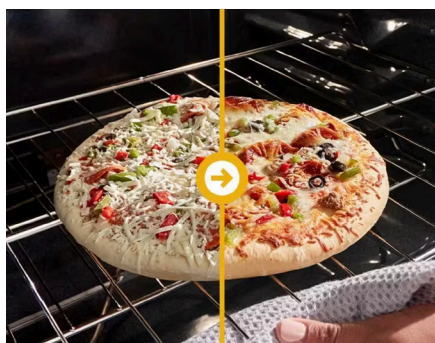
6 COOKING MODES

Make more feel-good meals with a variety of 6 Cooking Modes. Choose from modes that use Air Cooking Technology, like No Preheat Air Fry and Air Baking, or use traditional thermal cooking modes like No Preheat Mode, Bake, Broil, and Keep Warm.



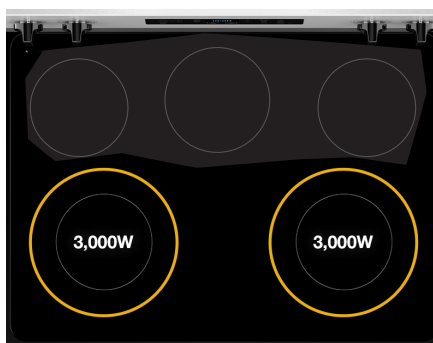
GRIDDLE ZONE (GAS)

Maximize your cooking space for a variety of mealtime options with the 8,000 BTU Griddle Zone. One long, oval-shaped burner makes it easy to cook up all that delights, all at once.



NO PREHEAT MODE

Take preheating off your plate with No Preheat Mode. Simply place your food in the oven and start baking. The oven will adjust the cooking time for frozen pizzas and more.



2 FLEXHEAT™ DUAL RADIANT ELEMENTS (ELECTRIC)

Customize your element size for large or small cookware and boil 40% faster** with two FlexHeat™ Dual Radiant Elements, designed with a 6" inner ring and 9" expandable outer ring.



STEAM CLEAN

Use the Steam Clean cycle regularly to help prevent large soils from building up. To quickly and easily loosen light messes inside the oven without harsh chemicals or cleaners—just add water, run the cycle, and wipe away.

*Compared to thermal bake

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

DEMOS

WFES4530S & WFGS4530S

2 FLEXHEAT™ DUAL RADIANT ELEMENTS (Electric)

Show two pots of different sizes side by side on the cooktop, point out how the element is designed for different pan sizes. Then engage your customers by asking "What size pots do you usually cook with? Imagine how much time you'd save with this."

GRIDDLE ZONE (Gas)

Set up a visual display with images or props showing multiple foods typically cooked on a griddle*, pancakes, eggs, bacon, grilled cheese, arranged side-by-side on a graphic of the griddle zone.

*Griddle optional accessory

AIR COOKING TECHNOLOGY

Point to No Preheat Air Fry & Air Baking on the console and let your customer know that with traditional ovens, preheating is usually a must. But with Air Cooking Technology, this oven uses fan convection to circulate hot air, so you can skip the preheat and still get the finish you'd expect from an air fryer, right in your oven.

6 COOKING MODES

Explain how the range of cooking modes fits real life: "Whether you're air frying wings straight from the freezer, baking your grandmother's famous lasagna, or broiling a steak for that perfect caramelized crust, this oven covers it all. You get the flexibility with this all in one appliance."



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.

