

# KitchenAid® 24" Wall Oven

## HOW TO SELL KOSC504PPS | KODC504PPS



### WIFI ENABLED

Customers can enjoy control of their oven in or out of the kitchen remotely.

KOSC504PPS  
2.6 Cu. Ft. Wall Oven

### CONSISTENT BAKING & ROASTING

Show customers where True Convection uses a hidden heating element and fan to circulate hot air throughout the entire oven while baking or roasting



KODC504PPS  
5.2 Cu. Ft. Wall Oven

### Smart ovens with a slimmed down design

This KitchenAid 24" Wall Oven allows you to bake, broil, and roast in any size kitchen. With a Five-Level Rack Support, it is easy to rearrange two oven racks, adding flexibility for a variety of cooking adventures. True Convection circulates hot air throughout the entire oven, providing consistent temperatures for pastries, roasts and more.



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## Why a Small Space Solution?



A record **13% of apartments** sold in 2019 were **less than 260 square feet**, or smaller than two car-parking spaces.



While around **3.4% of households** worldwide owned a smart appliance in 2020, this share is **forecast to more than triple** over the next five years.

## Why KitchenAid® Wall Oven?



The KitchenAid brand consumer continues to shop for premium products in person so they can see and feel the quality of the appliance before they purchase it.

This way they can **look** at the overall aesthetics, **see** the interiors (ie. lighting, organization) and **feel** the high-end quality.

## Qualifying Questions

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1

How important is design aesthetic for your kitchen appliances?

2

How do you utilize the racks in your oven?

3

How often do you entertain in your kitchen?

## Features



### TRUE CONVECTION

Using a hidden heating element and fan to circulate hot air throughout the entire oven while baking or roasting provides consistent temperatures for delicious cookies and pastries; juicy, well-browned roasts; and flavorful caramelized vegetables.

### SMART APPLIANCE

Remotely monitor and control this oven in or out of the kitchen with the KitchenAid™ App\* or with simple voice commands through your Google Assistant or an Alexa-enabled device, leaving your hands free to create.\*\*



### FIVE-LEVEL RACK SUPPORT

Easily rearrange two oven racks and add flexibility for a variety of cooking adventures. The sturdy ladder rack supports let you choose from five height positions.



### FLUSH INSTALLATION OPTION

This options provides a seamless built-in look, so your style stands out, not the appliance. It allows the oven door to sit flush with surrounding cabinet fronts when closed.



### TOUCHSCREEN CONTROLS

The 3.5" full-color LCD display, makes it easy to see and select cooking modes, set cook times and temperatures, connect your mobile device to control the oven from outside the kitchen and even download future feature updates.\*

\*Appliance must be set to remote enable. Wi-Fi & App required. Features subject to change. For details and privacy info, visit [kitchenaid.com/connect](http://kitchenaid.com/connect) (USA) or [kitchenaid.ca/connect](http://kitchenaid.ca/connect) (Canada).

## DEMOS

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### INSPIRING EXPLORATION

Point to the 3.5" full-color LCD display, and have your customer select different modes and temperatures as they think about what they like to bake. Also, show them they can connect the oven to their mobile device and control the oven from outside the kitchen.\*



### FLEXIBLE CAVITY

Have your customer pull out a sturdy rack and rearrange it in one of the Five-Level Rack Supports pointing out the 5 height positions. Speak to the size of the items they enjoy cooking.



### ELEVATED STYLE

Along with a flush Install Option, explain how the PrintShield™ Finish resists smudges and fingerprints and wipes clean.

### WRAP IT UP

#### SAY

- Explain that the KitchenAid™ App gives you control allowing them to stay in their creative flow.
- Does the curator need more space to create meals for guests? You can suggest a second oven.

#### DO

- If possible, open up the KitchenAid™ App on your phone to show the remote preheat, where they can

start creating even before they walk in the door.

- Demo the 2 adjustable racks that you can move 5 different positions to showcase flexibility.
- Show how the easy-to-clean finish keeps stainless steel appliances looking great with just water and a soft cloth. Be sure to tell customers how this specialized coating will allow them to spend more time cooking the meals they love, and less time cleaning up.

#### REFERENCE

- How to connect oven asset

#### FEEL

- Empowered to recommend the KitchenAid® 24" single or double wall oven to customers who want to maximize their space.

### FIND MORE APPLIANCE SALES RESOURCES AT 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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