

# KitchenAid® Built-in Refrigeration

## HOW TO SELL

KBSD702M | KBSN708M | KBSD708M



### EXTERIOR ENHANCEMENTS

Customers can enjoy an updated aesthetic on the door's control panel and a new Measured Water Fill feature.

### INTERIOR REFRESH

Point out elements like LED lighting, Under-Shelf Prep Zone, Sliding Storage Tray and a Platinum-Colored Interior that complements customer's quality ingredients.

KBSD702M SS/PS  
25.1 Cu. Ft. Built-In Refrigerator

KBSN708M PS/PA/BS  
30 Cu. Ft. Built-In Refrigerator

KBSD708M SS/PS/BS  
29.4 Cu. Ft. Built-In Refrigerator

## Culinary features meet enhanced aesthetics

This side-by-side built-in refrigerator showcases exterior and interior visual enhancements while bringing in culinary features like Under-Shelf Prop Zone and a premium wood-look Sliding Storage Tray. With the Fit System Limited Guarantee\*, customers are sure to fit this built-in refrigerator into their home.



KBSD702M | KBSN708M | KBSD708M

## Why Built-in Side-by-Side?



Customers need a refrigerator that is the right configuration and size for their space and is aesthetically pleasing, allowing for creativity.



They desire the right capacity with flexible organization to meet their storage needs. The Built-In Refrigerator offers adjustable storage solutions in both the refrigerator and freezer compartments.



The 48" wide models continually outsell 42" and 36" wide units, leaving plenty of space to fit your customer's needs.

## Why KitchenAid® Refrigeration?



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 aesthetic to **see** the interiors (ie. lighting, organization). This way they can **feel** the high-end quality and **compare** brands head-to-head.

## Qualifying Questions

KBSD702M | KBSN708M | KBSD708M

1

What type of refrigeration are you looking for?

2

Does your current refrigerator offer the capacity, storage and premium aesthetics that matter to you?

3

What size is your current refrigerator? Do you need a similar size?

## Features



### UNDER-SHELF PREP ZONE

Utilize unused space with the included 9"x13" baking sheet and cake pan. Go directly from the refrigerator to the oven to the dishwasher. Ideal for storing food prep or leftovers, marinating, chilling desserts, making focaccia and more.



### SLIDING STORAGE TRAY

This is a versatile area for storing platters, organizing ingredients and keeping items easily accessible. It comes in a wood-look finish that is moisture- and stain-resistant, and tray removes fully for easy cleaning.



### ADJUSTABLE, SPILL RESISTANT GLASS SHELVES

The shelves have been treated with an innovative coating around the edges that helps contain spills so they don't run over into other parts of the refrigerator. They are also fully removable making them easy to clean.



### TOUCHSCREEN CONTROLS

The new enhanced display has a smooth design and easy-to-use controls, that allow intuitive operation of the refrigerator. Keeping features such as Measured Water Fill, Max Freeze, Max Cool, and Sabbath Mode at your fingertips.



### FIT SYSTEM LIMITED GUARANTEE

If new 36", 42" or 48" built-in refrigerator doesn't fit, you may get up to \$300 for professional modifications. Existing cabinet modifications only. Exclusions apply. See terms.\*

# DEMOS

KBSD702M | KBSN708M | KBSD708M



## PREMIUM INTERIOR

Open the doors and point to the platinum-colored interior and LED lighting where they won't miss ingredients stored in the back.

Show how the premium wood-look sliding storage tray is ideal when serving platters for entertaining.

## TOUCHSCREEN CONTROLS

Have the shopper interact with the touchscreen by showing how the controls for the Freshchill™ Drawer can be customized to the optimal temperature for Meat, Produce, Assorted items or Deli.

## UNDER-SHELF PREP ZONE

Show how ideal this space is with the included 9"x13" baking sheet and cake pan, where they can store food prep or leftovers, marinating meats, or chilling desserts.

## WRAP IT UP

### SAY

All of your ingredients will look great in the premium interior, they will be easy to access and stored conveniently.

Open the Fit System Guarantee page on the website and show how it works.

### FEEL

Confident to recommend KitchenAid® Built-In Refrigeration

### DO

Show the premium aesthetics by opening the door and pointing out the lighting, storage optimization, and undershelf prep zone.

### REFERENCE

Find additional resources like Warranty coverage, Dimension guide, Fit System Guarantee, and Built-In Refrigeration here →



## 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.