

MAYTAG® 8 SERIES INDUCTION COOKTOP WITH POWER BOOST

HOW TO SELL MCIT8030/6S (B)

POWER BOOST

Crank up the heat in the kitchen with Power Boost, designed to deliver maximum power so you can reach a boil 50% faster than traditional electric*.

XL COOKING ZONE

Add versatility to cook with large pans, like griddles, grill pans, and braising pans, or two pans at two different temperatures.

NO GUESS PRESETS

Set and hold the ideal temperature for popular cooking methods and alert when to add ingredients, so you can perfectly sear salmon, gently simmer sauces, and quickly boil water.

ELEVATE YOUR COOKING GAME WITH THE MAYTAG® INDUCTION COOKTOP

Dominate dinnertime and crush cleanup with the Maytag® Induction Cooktop that heats up fast, cleans up quick, and powers through cooking with precision.

*compared to MEC8836HS

DID YOU KNOW?

MCIT8030/6S (B)

WHAT MAKES MAYTAG® INDUCTION COOKTOPS STAND OUT?

When shopping for an induction cooktop, it is important to ensure the appliance aligns with the customer's cooking habits, kitchen setup and personal preference. Here are some key topics to discuss on the sales floor when speaking to the Maytag® Induction Cooktops:



PERFORMANCE & FEATURES

The Maytag® Power Boost Feature boils 2x faster than traditional electric*. This is especially important to those looking to expedite cooking without compromising on quality.



MAINTENANCE

Speed up cleanup with a fast-cooking Maytag® Induction cooktop. What this means is that you can quickly wipe away spills and splatters.



SMART TECHNOLOGY & CONNECTIVITY

Cook smarter, not harder, with Smart Appliance technology. This feature enables you to adjust temperatures, set timers, and receive notifications, providing flexibility and peace of mind, especially when multitasking.**



WARRANTY

We back these Maytag® cooktops for cooking you can count on year after year with a 10-Year Limited Parts Warranty on the elements and ceramic top***.

WHAT MAKES MCIT8030/6S ENERGY STAR® CERTIFIED?



The MCIT8030/6S is ENERGY STAR® Certified, which means these models exceed government standards to help save money on your customer's utility bills.

*Compared to MEC8836HS

**Appliance must be connected. WiFi & App Required. Features subject to change. Details and privacy info at maytag.com/connect.

***Visit maytag.com for warranty details.

QUALIFYING QUESTIONS

1

Do you often find yourself needing to boil water quickly for tasks like pasta, tea, or coffee?

2

Do you like the idea of one-touch heat settings for tasks like boiling or simmering, without manual adjustments?

3

Do you use griddles or grill pans that don't always heat evenly on your current cooktop?

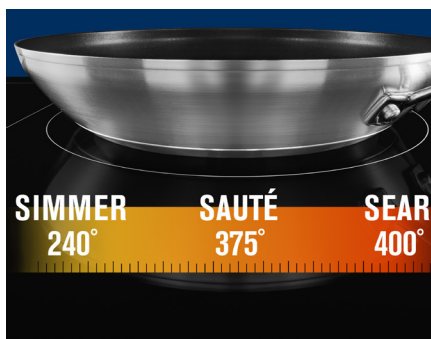
FEATURES

MCIT8030/6S (B)



POWER BOOST

Crank up the heat in the kitchen with Power Boost, designed to deliver maximum power so you can reach a boil 2x faster than traditional electric*.



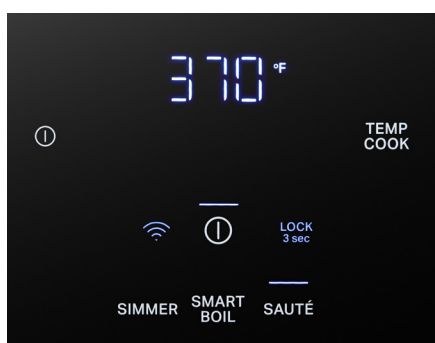
NO GUESS PRESETS

Get dinner done right the first time with No Guess Presets. Set your cooktop to the exact results you want with convenient cooking modes like boil, saute, simmer and more.



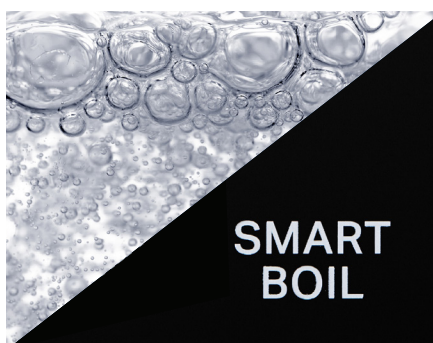
XL COOKING ZONE

Maximize your cooktop surface with the XL Cooking Zone, an extra large element, designed to evenly heat your largest cookware, like oversized pans and griddles. Plus, you can mix and match two smaller pans as needed.



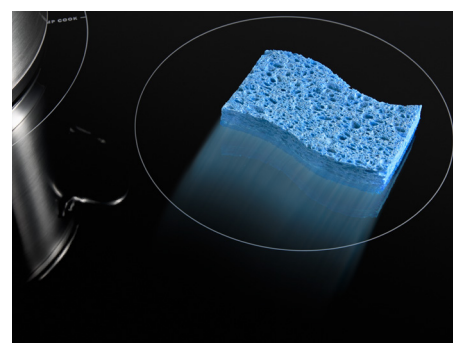
TEMP COOK™ INDUCTION TECHNOLOGY

Set a temperature and lock it in with Temp Cook™ Induction Technology. It automatically adjusts heat to help keep temps steady, so your pancakes and grilled cheeses come out consistently—no matter how many you make.



SMARTBOIL

Skip cleanup with a cooktop that keeps water boil-overs and splatters to a minimum. SmartBoil preset automatically monitors the water temperature until a boil is reached so dinner gets done right the first time.



FAST-COOLING INDUCTION COOKTOP

Our fast-cleaning induction cooktop speeds up cleanup by cooling down fast, allowing you to quickly wipe away spills and splatters.

*compared to MEC8836HS

DEMOS

MCIT8030/6S (B)



POWER BOOST*

Tell your customer how this Maytag® Induction cooktop can boil water faster than a traditional cooktop because they use magnetic fields to generate heat directly in the pan, rather than heating the air or surface around it. This makes the cooking process efficient and fast.



XL COOKING ZONE

Tell your customer whether they are making pancakes, grilling two sandwiches or searing a large cut of meat this XL Cooking zone allows you to maximize your cooktop surface.

NO GUESS PRESETS

Ask your customer, would it make their life easier if their cooktop just knew what simmer really means and held it steady for you? Tell them No Guess Presets sets your cooktop to the exact results you want with convenient cooking modes like simmer or boil, saute, and more.

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.

