



MAYTAG® PET PRO SYSTEM OVERCOMING OBJECTIONS



How to confidently respond to your customers' objections and concerns

Maytag® Pet Pro System SKUs: MVW6500M & ME/GD6500M

Before dealing with objections, set yourself up for success!

First Step	Action
<p>Build an understanding of customer needs. Ask, listen and be prepared for objections.</p>	<p>What does your household look like? Do you own a pet? Is your pet's shedding hair a substantial issue in your home? Is removing pet hair from clothing or bedding a part of your daily routine?</p>
<p>Ask and Listen.</p>	<p>How many steps do you typically take to remove pet hair? Do you ever have to rewash clothing because of stuck-on pet hair? Do you select specific cycles for the clothes you wash?</p>

Recent objections from real customers and how to respond:

Objection	Response
<p>There is no indicator of time remaining on the console.</p>	<p>You can follow along with the progress of the cycle by checking the status bar located on the console.</p>
<p>The length of the wash cycle seems long when utilizing the Pet Pro option.</p>	<p>Cycles that have the Pet Pro option on will have an extended agitation time and deeper water levels, which helps to capture pet hair.</p> <p>Ask: How do you typically remove hair from laundry? How long does lint rolling take?</p>



OVERCOMING OBJECTIONS

How to respond to your customers' objections and concerns with confidence



Objection	Response
I can't wash my heavy pet bed padding.	<p>A large pet bed, including the padding, can make many washers go off balance. I would refer to the Use and Care Guide for instructions on weight and balance.</p> <p>Ask: Does the pet bed have instructions for machine washing? Is there a cover that can be taken off to wash instead?</p>
The Pet Pro Option adds time to the dry cycles.	<p>The Pet Pro option does add 45 minutes of extra time to the dry cycle. However, the additional time is a no-heat, extended dry time that lifts pet hair from clothes and captures it in the XL lint trap. This additional time is initiated after the drying portion of the cycle has completed.</p> <p>Ask: How do you typically remove hair from laundry?</p>
I'm concerned about the build-up of pet hair in the filter.	<p>The Pet Pro Filter should be emptied between each cycle. Not emptying the filter could lead to build-up and decrease the efficiency for future cycles.</p>

Wrap Up

Say

Speak to the hair removal process in the filter and recommend the pair

Do

Show the status bar, the Pet Pro option on the console, and remove the filter

Reference

Use and Care Guide, LearnWhirlpool eLearning, How to Sell document

Feel

Confident recommending the Maytag® Pet Pro System to a shopper



Refer to eLearning and the [learnwhirlpool.com](https://www.learnwhirlpool.com) for information regarding the tests performed by Whirlpool.