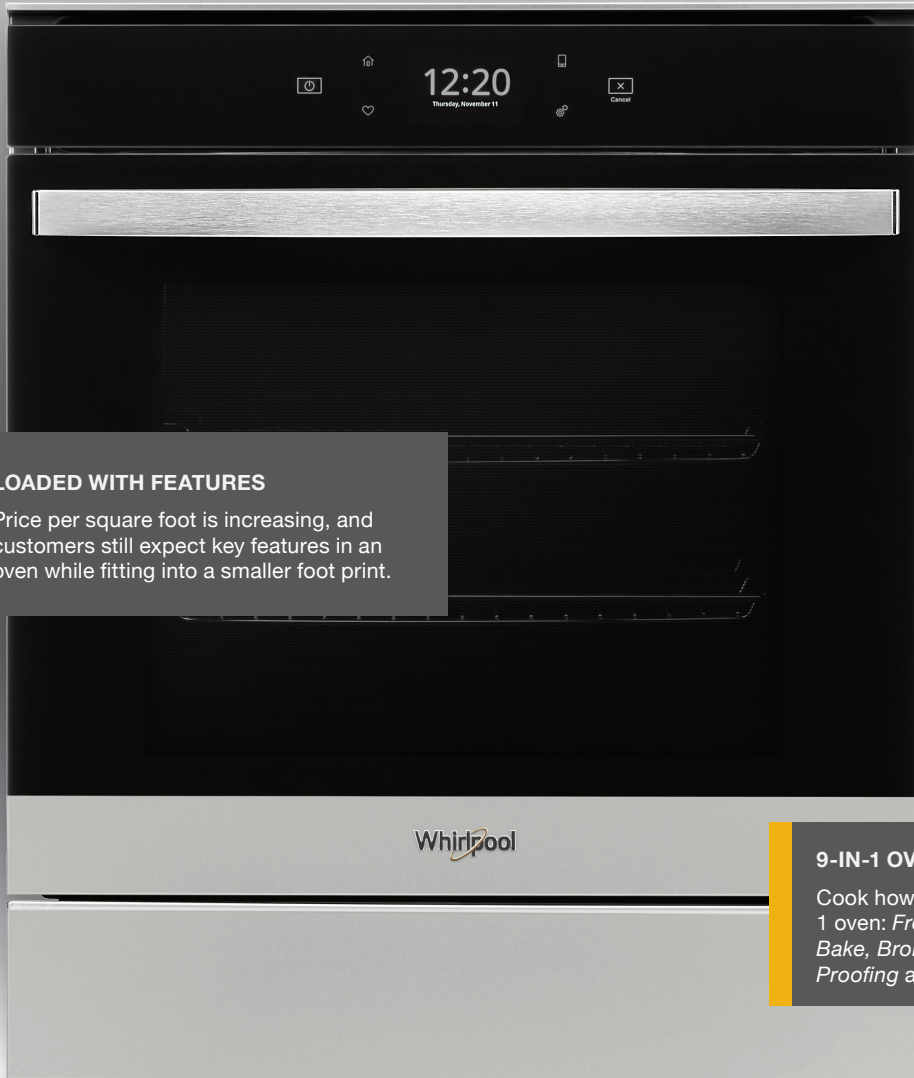


# Whirlpool® 24" Wall Oven

## HOW TO SELL WOS52ES4M Z/B/W



### LOADED WITH FEATURES

Price per square foot is increasing, and customers still expect key features in an oven while fitting into a smaller foot print.



Available in Double Oven  
WOD52ES4M Z/B/W  
5.8 Cu. Ft.

### 9-IN-1 OVEN WITH TRUE CONVECTION

Cook however you want with 9 cooking modes in 1 oven: *Frozen Bake™ Technology, Bake, Convection Bake, Broil, Convection Broil, Defrost, Keep Warm, Proofing and Convection Roast* cycles.

WOS52ES4M Z/B/W  
2.9 Cu. Ft. 24" Single Wall Oven

### This 24" Wall Oven has some big ideas for small spaces

While the number of urban dwellers has increased over the years, the size of consumers' living quarters in those areas has not. As shoppers face the prospect of smaller and smaller kitchen sizes, they can make the most of their spaces with this feature-full wall oven from Whirlpool. And with flexible cooking options, substantial capacity and smartphone connectivity, they'll be able to feed even large dinner groups.

## Qualifying Questions

WOS52ES4M Z/B/W

1

What space limitations do you have within the kitchen?

2

What spaces are you looking to place this oven into?

3

What are you anticipating a buyer's requests regarding ovens, will you be selling to a connected buyer?

### SMALL SPACE SOLUTION

Even in a smaller kitchen, you can broil and bake all your family favorites the way you would in a larger kitchen as you cook on multiple racks at once.

### 9-IN-1 OVEN WITH TRUE CONVECTION

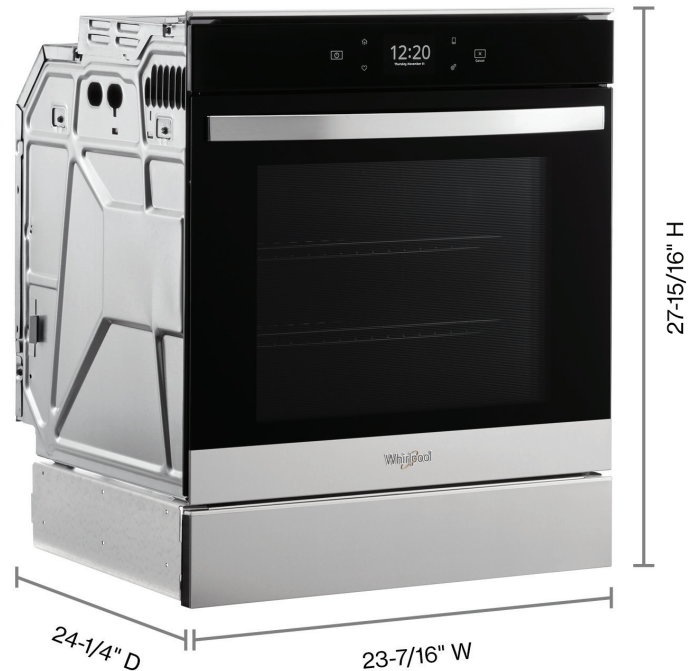
Cook however you want with: *Frozen Bake™ Technology, Bake, Convection Bake, Broil, Convection Broil, Defrost, Keep Warm, Proofing and Convection Roast* cycles. This oven gives you flexibility to cook a variety of dishes by combining multiple cooking modes in one oven.

### SMART WALL OVEN

Use your smartphone to get dinner started by remotely preheating the oven. Or use your compatible voice-enabled device to adjust the cook time or temperature.

### FLUSH INSTALLATION CAPABLE

This Flush Installation Capable oven integrates into the cabinet for an optional built-in look that doesn't stick out.



Depth including handle(s)

## WRAP IT UP

### SAY

- Ask the customer about the current space they are working in, what constraints do they have?
- Tell them about the multiple features that could meet their client's needs in small space design like self-cleaning and connectivity.

### DO

- Show the flush installation and trim kit option.
- Have them open the oven door to see capacity and updated high design features meeting small space needs.

### REFERENCE

- Find additional resources on Whirlpool Wall Oven product here



### FEEL

- Empowered to recommend the 24" single or double wall oven to customers with small space needs.

### 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.