

Whirlpool® 4-Door Refrigeration

HOW TO SELL WRCQ7836R Z

IN-DOOR-ICE® AND WATER

Get instant access to freshly filtered water and ice without having to open the freezer door.



EASYVIEW™ FREEZER

A double-door design gives you more freezer space than our French door refrigerators and full visibility to frozen items, so you can quickly grab what you need and spend less time digging through the freezer.

FREEZER-TO-FRIDGE ZONE

A wide range of temperature settings lets you choose between more freezer capacity or more fridge capacity whenever you need it.

Counter Depth vs. Standard Depth

Help shoppers find what they're looking for with this 4-door, storage-saving solution

Our Most Flexible Refrigerator helps you organize items with a double door freezer design that keeps items visible. The convertible freezer to refrigerator zone features six temperature presets for storage flexibility. Get ice and water when you need it with the in door ice dispenser and water system. Refrigerator temperature sensors help monitor food so it stays fresh and tasty.

Qualifying Questions

WRCQ7836R Z

1

Do your food storage needs often change throughout the year?

2

Do you find yourself constantly digging through your freezer, struggling to find what you need?

3

Tired of opening your refrigerator or freezer door just to grab a glass of water or a handful of ice?

Features



FREEZER-TO-FRIDGE ZONE

A wide range of temperature settings lets you choose between more freezer capacity or more fridge capacity whenever you need it.



EASYVIEW™ FREEZER

A double-door design gives you more freezer space than our French door refrigerators and full visibility to frozen items, so you can quickly grab what you need and spend less time digging through the freezer.



TRIPLE EVAPORATION SYSTEM

Three different sensors monitor fridge and freezer temperatures to help keep your food fresh and tasty for as long as possible.



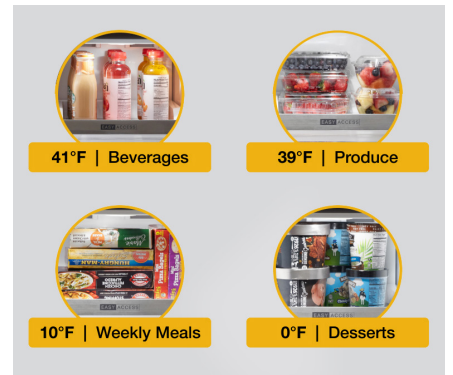
IN-DOOR-ICE® AND WATER

Get instant access to freshly filtered water and ice without having to open the freezer door.



ADJUSTABLE SHELVES

Make room for wide and tall items with Adjustable Shelves that can be easily moved up and down without having to remove any items.



CUSTOM TEMPERATURE CONTROL

Keep frozen food at just the right temperature with multiple temperature settings, from frozen veggies and meat to keeping ice cream scoopable.



WRCQ7836R Z

Why 4-Door?



Customers need a refrigerator that is the right configuration and size for their space.



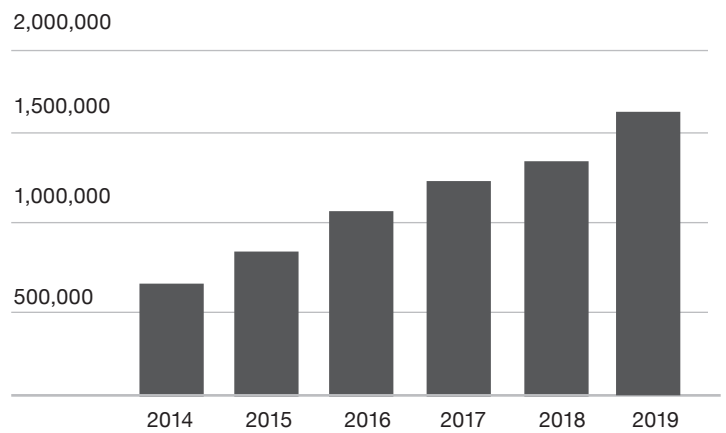
They desire the right capacity with flexible organization to meet their family's changing storage needs. The 4-door offers flexible storage spaces in both the refrigerator and freezer compartments.



Their purchase should fit their needs but still be priced to fit their budget. The WRQA59CNKZ is priced competitively against other 4-Door offerings.

Why Counter-Depth?

COUNTER DEPTH TRENDED UNIT SALES: 2014-2019



More shoppers are looking for refrigerators that are configured to their needs, sized-properly, modestly priced and offer flexible storage solutions.

Counter depth refrigerators are a logical choice and have seen steady growth, a trend that is projected to continue.

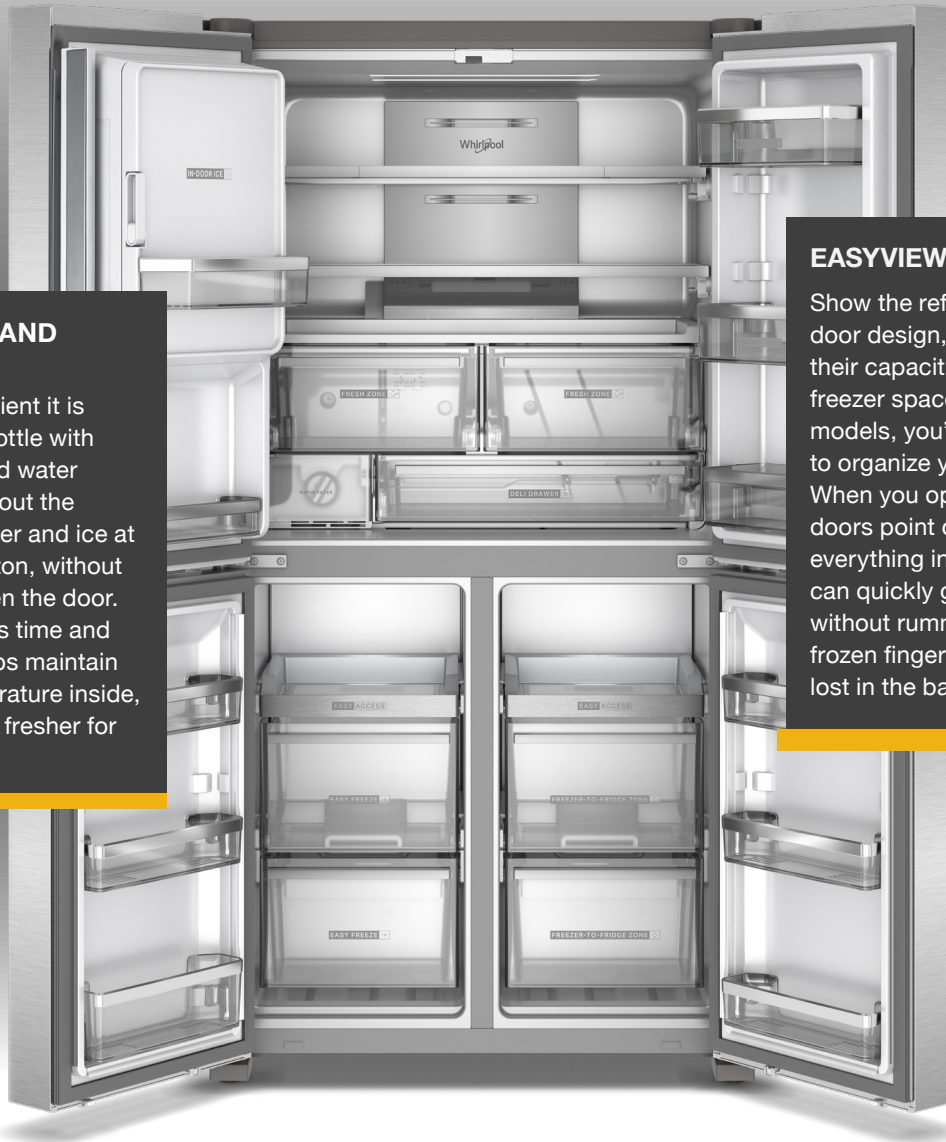
Did you know: Flexible Temperature Zone



The Flexible Temperature Zone adapts to how you family, transitioning effortlessly between a hard freeze and perfectly chilled beverages. With a remarkable range from -5°F to 41°F, you have complete control over the climate within this versatile zone. Note that switching between these extremes takes approximately 2 hours, so plan accordingly!

DEMOS

WRCQ7836R Z



IN-DOOR-ICE® AND WATER

Show how convenient it is to fill up a water bottle with the exterior ice and water dispenser. Talk about the freshly filtered water and ice at the touch of a button, without ever having to open the door. This not only saves time and effort but also helps maintain the optimal temperature inside, keeping your food fresher for longer.

EASYVIEW™ FREEZER

Show the refrigerator's double-door design, and how it will solve their capacity problems. With more freezer space than French door models, you'll have ample room to organize your frozen goods. When you open the wide-opening doors point out the clear view of everything inside. Ask them if they can quickly grab what they need without rummaging. No more frozen fingers or forgotten items lost in the back!

FREEZER-TO-FRIDGE ZONE

Show how this innovative refrigerator offers a customizable solution. Simply adjust the temperature settings of the lower two compartments on the console to create either more freezer or refrigerator space as needed. Whether you're stocking up on frozen meals for the week or need extra room for produce, this flexible feature ensures you have the right amount of space at the right time.

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.

