Maytag® Laundry Pet Pro System

Product Presentation

Removing pet hair from clothes can be a chore...

That's why Maytag® has unleashed the **Pet Pro System**

the purrrfect laundry pair for pet owners

available in White & Volcano Black

Agenda

🐾 **Maytag® Pet Pro Washer**

Maytag® Pet Pro Dryer

Selling the Pet Pro System

Overcoming Objections

Maytag® 4.7 Cu Ft Pet Pro Washer
MVW6500M

Pet Pro Filter

This filter is built-in to the agitator and designed to remove pet hair from the wash water

Pet Pro Option

Activates the Pet Pro Filter by unleashing additional wash water and a deep rinse

Built-In Water Faucet

Access to a cold water stream at the push of a button for a quick rinse or long soak

Quick Wash Cycle

Cleans small, lightly soiled loads in 30 minutes.*
*Based on a 3-lb load.

WASHER SOLUTION

Pet Pro Filter

+

Pet Pro Option

Pet Pro Filter

The Pet Pro Filter is **built in to the agitator** and designed to **capture pet hair** from the wash water

Whirlpool CORPORATION
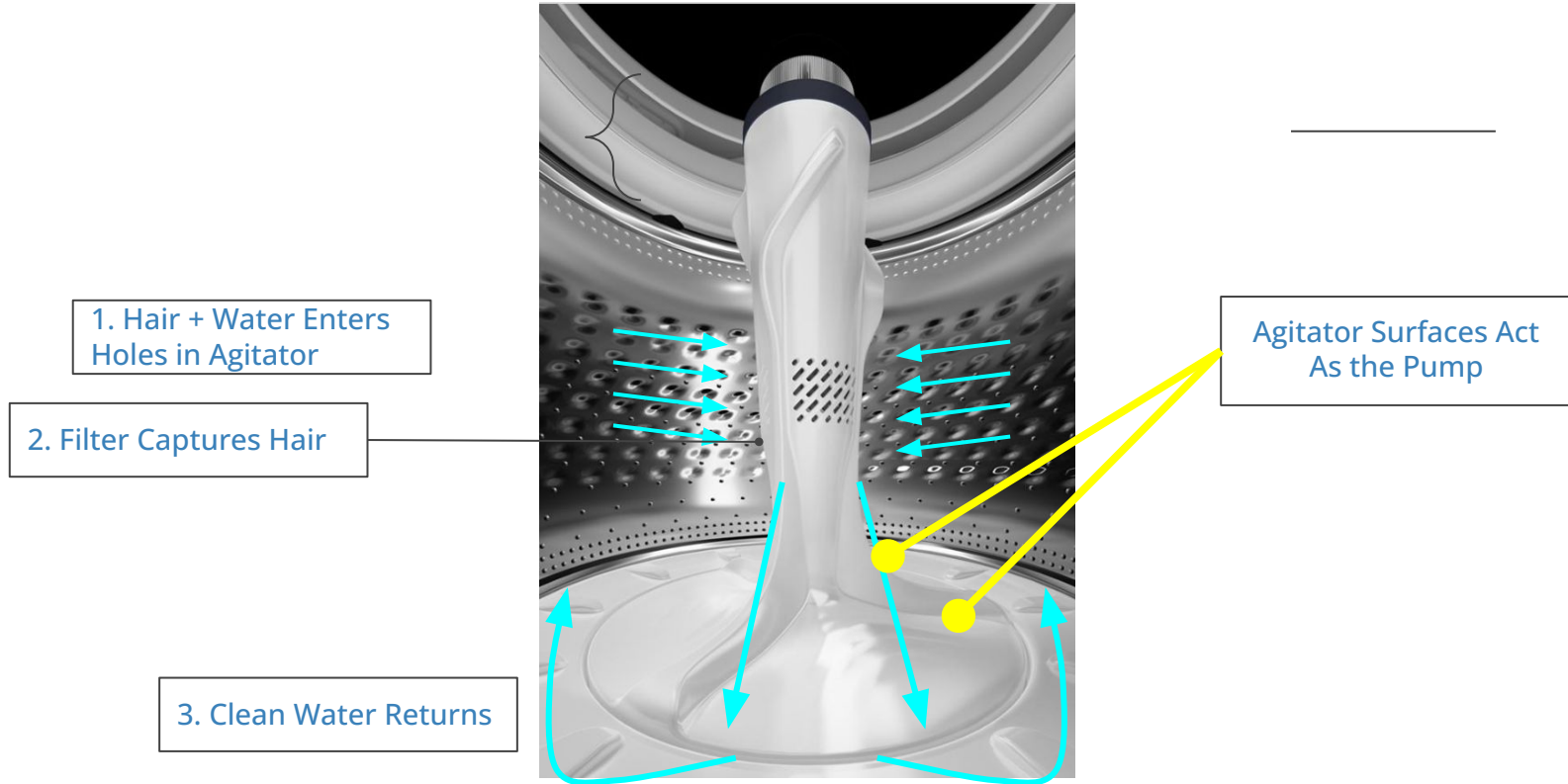
Pet Pro Filter
- Captures Hair

Agitator
- Pumps Water
- Cleans Clothes

How it Works

Click Image For Video Link

Maytag Pets How it Works

Sales Enablement Creative Svcs

Maytag Pets Pro System Engineer Explains How It Works

How it Works

1. Hair + Water Enters Holes in Agitator

2. Filter Captures Hair

3. Clean Water Returns

Agitator Surfaces Act As the Pump

Each rotation of the agitator funnels water + hair through the Pet Pro Filter

Washer: Pet Pro Option

Select the Pet Pro Option to activate the Pet Pro Filter

The Pet Pro Option adapts the cycle in 3 ways:

1 **Increases wash water level**
Higher water levels are needed to activate the Pet Pro Filter
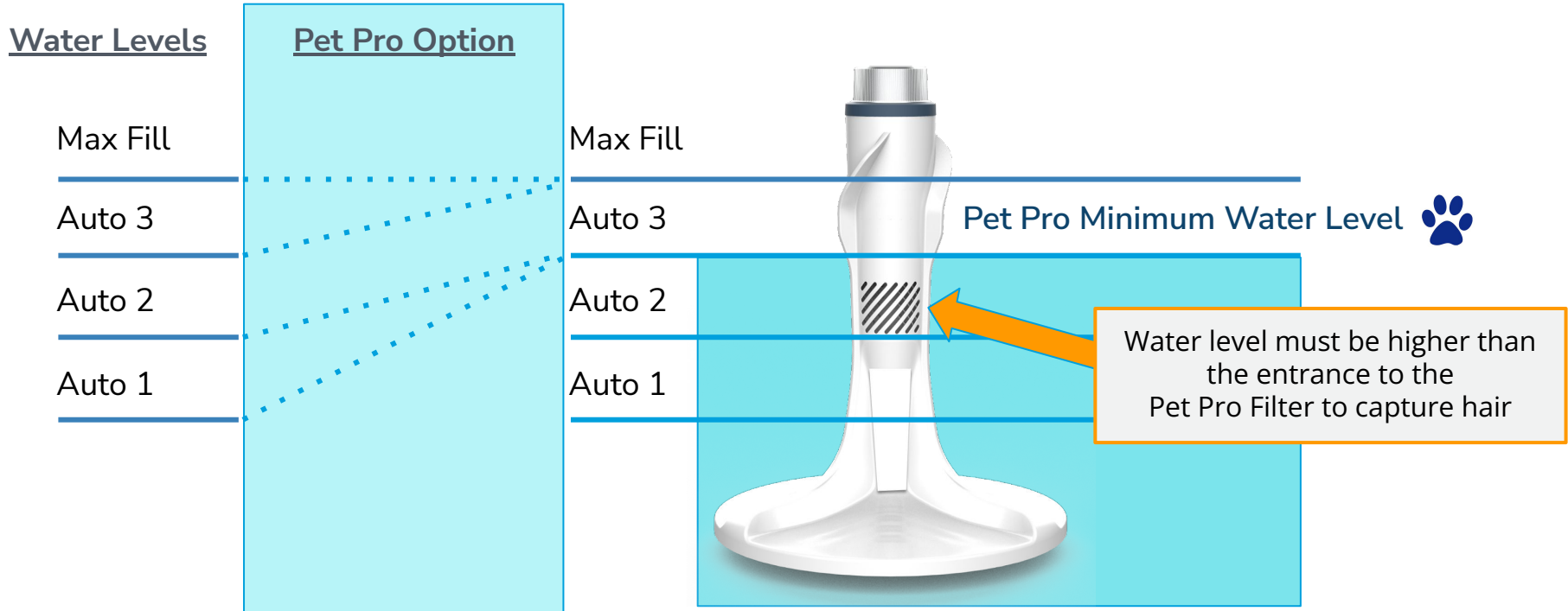
2 **Increases agitation time**
More agitation = more filtering
Additional time varies based on load and cycle selections

3 **Automatic Deep Rinse**
A final opportunity to filter pet hair from wash

Pet Pro Option Water Levels

Whirlpool CORPORATION

Water Levels	Pet Pro Option

Max Fill

Auto 3

Auto 2

Auto 1

Max Fill

Auto 3

Auto 2

Auto 1

Pet Pro Minimum Water Level 🐾

Water level must be higher than the entrance to the Pet Pro Filter to capture hair

Cleaning the Pet Pro Filter

Clean the Pet Pro Filter after each cycle

Twist the filter counter-clockwise to unlock and remove Pet Pro Filter for cleaning. Replace the filter by reversing this action

Agenda

Maytag® Pet Pro Washer

🐾 **Maytag® Pet Pro Dryer**

Selling the Pet Pro System

Overcoming Objections

Maytag® 7.0 Cu Ft Pet Pro Dryer
ME/GD6500M

Pet Pro Option

Adds 45 minutes of no-heat dry time to lift pet hair from clothes and capture it in the XL lint trap

XL Lint Trap

Trap and remove loads of pet hair with the XL lint trap

Steam-Enhanced Dryer

Harness the power of steam to help prevent wrinkles and refresh clothes

Wrinkle Prevent Option

Keeps clothes tumbling without heat for 150 minutes after the cycle is complete

DRYER SOLUTION

Pet Pro Option

+

XL Lint Trap

Dryer: Pet Pro Option

The Pet Pro Option adds 45 minutes of no-heat dry time to lift pet hair from clothes and capture it in the XL lint trap

🐾 Pet Hair is most easily removed once clothes are dry

🐾 Heat is off to protect clothes from over-drying

🐾 XL lint trap maximizes pet hair capture

🐾 Lint trap is cleaned before each cycle with no added steps to the laundry process

Agenda

Maytag® Pet Pro Washer

Maytag® Pet Pro Dryer

Selling the Pet Pro System

Overcoming Objections
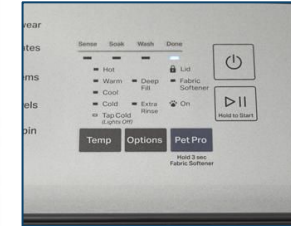
Pet Pro System

Pet Pro Washer

Pet Pro Filter

Pet Pro Option

Pet Pro Dryer

XL Lint Trap

Pet Pro Option

Pair the Pet Pro Washer with the Pet Pro Dryer for the Pet Pro System

Qualify your customers for the Pet Pro System

ASK Do you have a dog or a cat at home?

Get them talking about their fur baby:

What breed is he/she?

What's his/her name?

ASK How do you tackle pet hair on your laundry?

What special tools do you use?

How much time does it take to complete?

How successful is this process for you?

Show your customers the Pet Pro Washer

1

Point out the Pet Pro Option
which modifies cycle selections to activate the Pet Pro Filter

2

Open the Lid to Show off the Pet Pro Filter

TELL your customers that **the Pet Pro Option + the Pet Pro Filter remove 5x more pet hair** than traditional agitator washers*

3

Remove and Replace the Pet Pro Filter
Twist counter-clockwise to remove and reverse to replace the Pet Pro Filter
Demonstrate how easy it is to clean before each cycle.

*Comparing Normal cycle with Pet Pro Filter and option to cycle using traditional agitator without Pet Pro Filter and option. Results will vary based on fabric and type of pet hair.
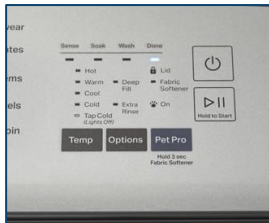
Attach the Pet Pro Dryer to the Sale

Drive the conversation toward dryer attachment

Aesthetic: Where is your laundry located? Are matching aesthetics important?
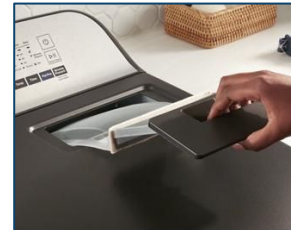
Capacity: How much tumbling space is in your current dryer? Will it match the capacity of your new 4.7 Cu ft washer?

Pet Hair Solution: How big of a problem is your pet hair? Complete the Pet Pro System by attaching the Pet Pro Dryer

Show off the Pet Pro Option
Extends dry time with 45 minutes of no-heat tumbling

Remove the XL Lint Trap
The XL size helps with air flow and hair capture

Agenda

Maytag® Pet Pro Washer

Maytag® Pet Pro Dryer

Selling the Pet Pro System

Overcoming Objections

Pet Pro System: Overcoming Objections

Objection	Response
There is no time remaining display on the console.	You can follow along with the status bar on the console.
The Pet Pro Option adds time to the wash cycle	The Pet Pro option adds time to the cycle due to a deeper wash fill, extended agitation time and a deep water rinse. Deep fills help activate the Pet Pro Filter and the addition of extra water and agitation time help maximize pet hair capture. **Ask: How do you typically remove hair from laundry? How long does lint rolling by hand take?**
I can't wash my heavy pet bed padding.	A large pet bed, including the padding, can make many washers go off balance. Refer to the User Manual for instructions on load weight and balance. **Tell: Follow the cleaning instructions on your pet bed for best care. ASK: If your pet bed is too large to wash, is there a cover that can be removed to wash instead?**
It appears that there is a build-up in the filter.	The Pet Pro Filter should be emptied between each cycle.