

OVERCOMING OBJECTIONS

How to confidently respond to your customers' objections and concerns



Dramatization. Washer does not have front facing window

2 in 1 Removable Agitator SKUs: WTW8127L & WTW5057L

Before dealing with objections, set yourself up for success!

First Step	Action
Build an understanding of customer needs. Ask, listen and be prepared for objections.	Do they prefer an agitator or impeller? Do they not know which one they prefer? Ask your customer questions like: What kind of washer do you have now? How do you normally wash bulky items like bedspreads?
If the customer is looking to purchase an agitator or they are undecided:	Start by showing them a 2 in 1.
If they are looking for an impeller:	Don't start with a 2 in 1, but you can still show one to them as an option.

Recent objections from real customers and how to respond:

Objection	Response
The 2 in 1 seems like a hassle. Where do I store the agitator after taking it out?	The agitator is meant to be left in for most loads and taken out when you need more room when washing bulkier items. Also, it can be taken out very easily (push and turn mechanism) and is small enough to be stored easily either on top of the dryer, in your laundry hamper basket, in a cabinet, etc. However, if you see yourself using this primarily with the impeller, then this may not be the right machine for you and you may be better off buying one of our impeller machines.
The size of the 2 in 1 looks small compared to other agitators in the market. Why is that, and will it be able to clean as well?	The size of the 'pole' itself has very little bearing on how well clothes are cleaned. Most of the wash motion is driven by the wash plate at the bottom. Also, given that this agitator is meant to be removable, we purposely kept the size small so it could be stored easily.

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



Objection	Response
I've read a few reviews online that this agitator does not move my clothes like the old style agitators. Should I be concerned?	No concerns. The 2 in 1 Removable Agitator works just like the rest of the agitators in our high capacity machines (e.g. WTW5105, MVW7230, etc) This style agitator washes well even with lower water levels. The clothes motion is also different but very effective, it moves clothes from the outside in as opposed to inside out. This is called a blooming wash motion. These agitators also clean well and are gentle on clothes, unlike some older agitators from long ago.
I'm afraid this 2 in 1 Removable Agitator will not last a long time.	We've tested this extensively in our labs. A few proof points: <ul style="list-style-type: none">• Tested the washer to more than 15 years life, assuming 400 cycles / year• Run a torque test (bending from the sides to replicate clothes hitting against the agitator) for more than a million cycles• Robotically tested the agitator going in and out for an equivalent of 200 years
I fear that my clothes could get snagged when the agitator is not in.	The 2 in 1 Removable Agitator was thoughtfully designed to be very similar to regular impellers while in impeller mode. We have also placed a spring loaded impeller cap in the bottom to give the unit a more finished look and also help further prevent any chances of snagging.
It looks like water or debris could get accumulated at the point of connection.	The base of the agitator has holes built into it to allow water from the agitator to flush out the impeller cap every cycle.
The WTW5057 Whirlpool® Top Load Washer with 2 in 1 Removable Agitator doesn't have a fabric softener dispenser.	True, there isn't a dispenser, but you can still use a Downy Ball to add fabric softener.

Ensure you are offering accurate information to the customer which will help balance any confusion:

- The 2 in 1 Removable Agitator's purposeful design keeps all the components inside the post.
- The agitator post securely locks into the receiver using a patented, spring-loaded, locking mechanism. When using the machine in impeller mode, that's when the agitator post is removed. A spring-loaded cap will pop up to help prevent any accidental snagging or catching of clothing.

The Crane Test performed by Whirlpool engineers shows the quality of the agitator by lifting the washer from the agitator handle. The customizable design allows your customer to decide how they want to wash their load depending on their needs.

Refer to eLearning and the [Video Center](#) for information regarding the tests performed by Whirlpool.