

# Whirlpool® 4-Door Refrigeration

## HOW TO SELL WRQA59CNKZ

### FLEXIBLE ORGANIZATION

The customer-focused design and multi-flow vents gives your shopper easy access to their food, without compromising climate, since all shelves are kept at optimal temperature.

Whirlpool

### 4 DOOR COUNTER DEPTH DESIGN

The counter depth design not only fits more flush with your countertops but puts contents in better view and reach!  
(69-1/2" h x 35-3/4" w x 28-3/8" d)



WRQA59CNKZ

19.4 Cu. Ft. 4-Door Refrigerator

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

This Whirlpool® 4-door refrigerator helps consumers store groceries right where they can see them, from a gallon of milk to microwave dinners. Flexible organization spaces help owners find what they're looking for, cut down on clutter, and avoid frustration. The factory-installed icemaker makes sure they always have plenty of ice on hand.

## Qualifying Questions

WRQA59CNKZ

1

Do you purchase more fresh versus frozen food?

2

Do you lose items in your current refrigerator?

3

Does it bother you that your refrigerator is deeper than your countertops?

## Features



### REASON TO BUY

The 36" wide, counter depth 4-door refrigerator doesn't stick out from your cabinets, but it certainly sticks out with a list of added conveniences and uses. From flexible organization spaces to easy-to-reach shelves, this model has a spot for every food item and knows how to keep it cool.

### FLEXIBLE ORGANIZATION SPACES

Flexible organization spaces cut down on clutter, making it easy to store everything from a gallon of milk to frozen meals and snacks.



### PULL-OUT FREEZER SHELVES

Keep large items like a 20-lb turkey neatly in place with pull-out freezer shelves for convenient access.



### EASY-REACH SHELVES

Keep everyday items in sight and help prevent small containers from getting forgotten in the back with this counter depth refrigerator's easy-reach shelves.



### FLEXIBLE ICE BIN

A divider in the flexible ice bin allows consumers to use the entire bin for ice, or save room in the bin for an ice scoop, ice packs or other items like popsicles.



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## Why 4-Door?



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



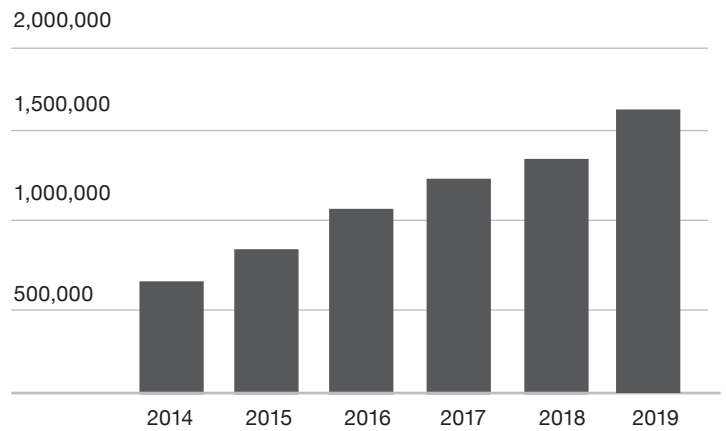
They desire the right capacity with flexible organization to meet their family's changing storage needs. The 4-door offers flexible storage spaces in both the refrigerator and freezer compartments.



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.\*



## DEMOS

WRQA59CNKZ

### EASY-REACH, EASY ACCESS SHELVES

Demonstrate how shoppers can easily access food by placing an item in the back corner on the middle shelf. Have them reach for it, addressing that all the shelves allow for the same easy access.

### FLEXIBLE ORGANIZATION SPACES

Have the shopper open the doors and look at the deep clear bins. Ask them what they might put into that bin? Tell them it's deep enough and strong enough to hold those larger items, like the Gallon Milk jug or 2-liter bottles, with ease.



### AUTO ICEMAKER & FLEXIBLE ICE BIN

Have the shopper pull out the ice bin and inspect the divider. Show them they can use the entire bin for ice, or separate the space for other items.

### LEARN MORE ABOUT THESE MODELS AT [LEARNWHIRLPOOL.COM](https://www.learnwhirlpool.com)

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