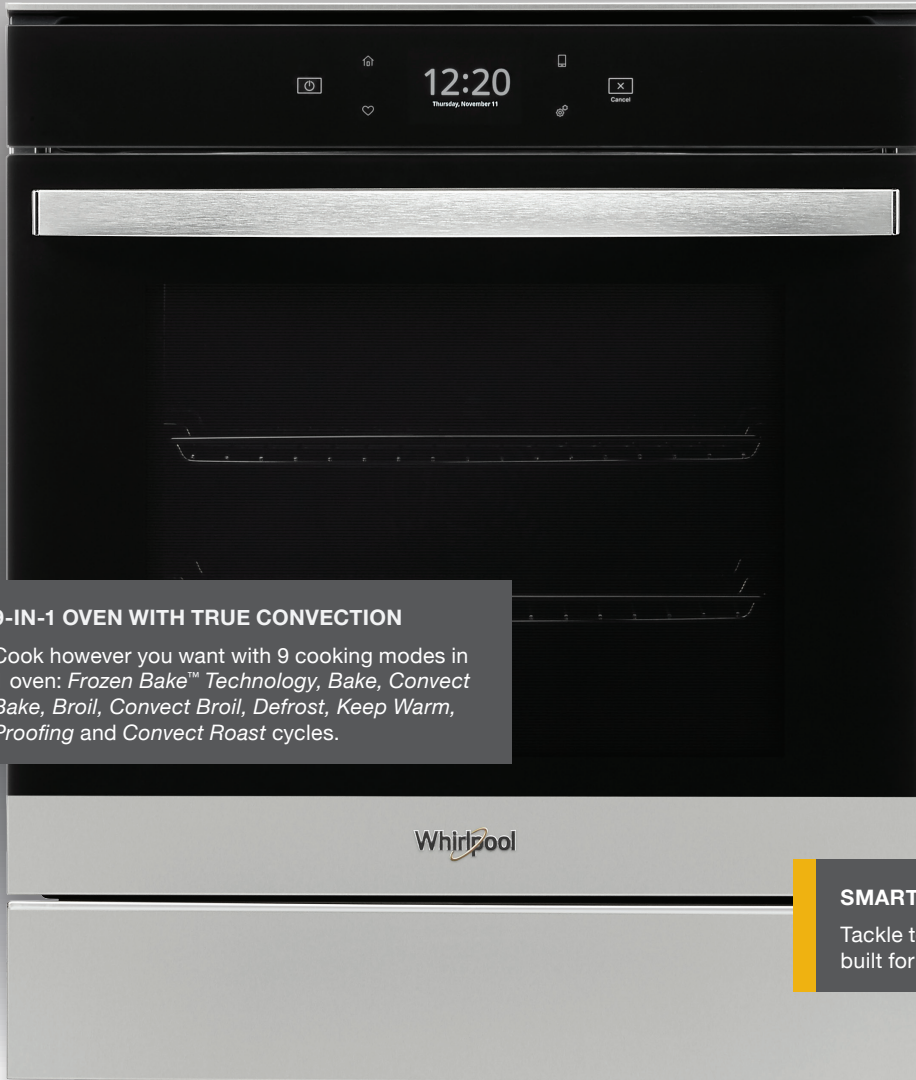


# Whirlpool® 24" Wall Oven

## HOW TO SELL WOS52ES4M Z/B/W



### 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.

### SMART WALL OVEN

Tackle to-do lists with smart features built for multitasking.



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

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

### This 24" wall oven has some big ideas for the shopper's small space

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.



WOS52ES4M Z/B/W

## Why Small Spaces?



Price per square foot is increasing, people are downsizing but still looking for key features in an oven.



Flexibility allows consumers to cook how they want. They can discover sleek designs and features that make clean up easy without sacrificing capacity.



Connectivity provides the convenience to monitor a meal from another location, freeing consumers up to do other things.

## Small Space Living



Urban living continues to be a small space focus. Cities are expanding and 80.7% of the U.S. population now lives in urban areas.\* Urban building is projected to continue growing, with the pipeline for high-rise projects projected to increase tremendously.

The average unit size has fallen from almost 1,000 sq. ft. in 2001-2005 to approximately 900 sq. ft. in 2001-2019.\*\* A record 13% of apartments sold in 2019 were less than 260 sq. ft. or smaller than two car-parking spaces.†

\*U.S. Census Bureau 2021

\*\*Haddow & Company Builder Research & Homestrosphere

†Yahoo Finance

## Qualifying Questions

WOS52ES4M Z/B/W

1

Do you know what your current wall oven space size is?

2

What types of meals do you prepare? How many people do you cook for?

3

Do you multitask while cooking?

## Features



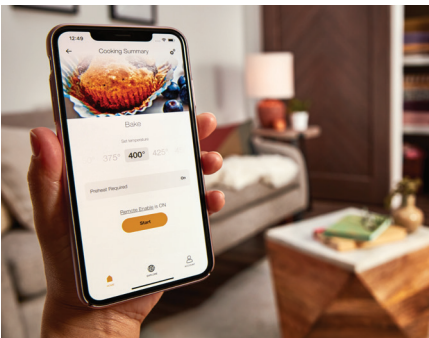
### BIG FEATURES IN SMALL SPACES

Bake multiple items at once, even in a smaller kitchen. Packed into this sleek, 24" wall oven is the 9-in-1 Oven with True Convection.



### 2.9 CU. FT. CAPACITY

The 24" wall oven lets consumers make large family meals with enough space to cook a main course and side dish at the same time.



### SMART WALL OVEN

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



### ADJUSTABLE SELF-CLEAN CYCLE

Clean your upper wall oven without harsh chemicals using the high-temperature self-clean cycle.\*\* Adjust the cycle for light, medium or heavy soil levels to help keep your oven looking clean.



### 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.

\*U.S. only. Appliance must be set to remote enable. WiFi & App Required. Features subject to change. Details and privacy info at [whirlpool.com/connect](http://whirlpool.com/connect).

\*\*Only available on upper wall oven.

## DEMOS

### WOS52ES4M Z/B/W

#### SMART WALL OVEN

If possible, place the touchscreen in demo mode to showcase a couple of the settings for your customers such as the colorful display and how they can use their smartphone to remotely preheat their oven.

#### 2 ADJUSTABLE RACKS

Demo the 2 adjustable racks that you can move to 5 different positions to showcase the flexibility to cook on multiple racks.



#### TRUE CONVECTION

Open the oven and point out the convection fan and element at the back of the oven cavity. Explain how this third element circulates warm air in the oven cavity to provide even temperatures on every rack.

## WRAP IT UP

### SAY

- Ask the customer about their current space, what constraints they have and would one or two ovens be best?
- The LCD screen allows you to cook a variety of items. Ask them what they like to cook in their oven. Suggest modes that would meet their needs.

### DO

- Demonstrate the sleek exterior, and capacity inside that fits the main dish and a second dish.
- Have the customer open the oven door, touch the LCD screen, and imagine what they would bake in the oven.

### 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](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.