

KitchenAid® 4-Door Refrigerator

HOW TO SELL KRQC506MPS

FLEXIBLE STORAGE

Full-width, wood-look finish refrigerator tray slides out for easy access to large platters and ingredients while Side-by-Side freezer design splits the freezer compartment in two sections, enhancing organization and access to ingredients.



KRQC506MPS
19.4 Cu. Ft. 4-Door Refrigerator

4-DOOR DESIGN WITH COUNTER DEPTH

Keep ingredients organized and easily accessible with a French Door refrigerator on top and Side-by-Side freezer compartments on bottom. This offers a built-in look and allows more room to move around.

Where style meets flexibility

Enjoy the flexibility to keep ingredients organized and easily accessible with the premium sliding storage trays in the refrigerator and freezers. The refined interior design features a platinum-colored finish, metallic accents and tinted glass drawers and bins.



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Why 4-Door?



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



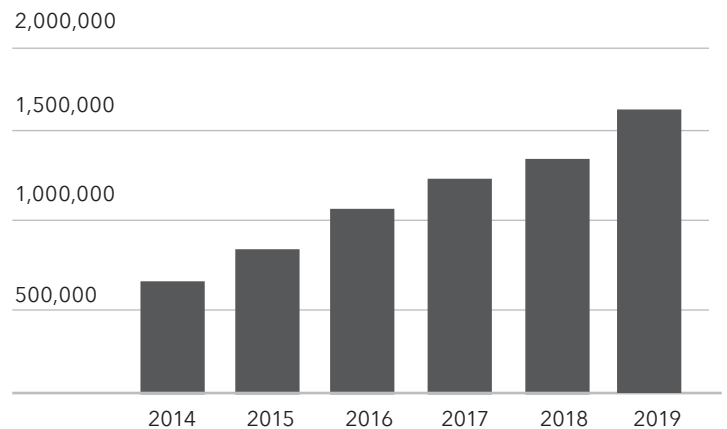
They desire the right capacity with flexible organization to meet their family's changing storage needs. The 4-door offers flexible storage spaces in both the refrigerator and freezer compartments.



Their purchase should fit their needs but still be priced to fit their budget. The KRQC506MPS 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.*

Qualifying Questions

1

What is the confirmation of your current refrigerator?

2

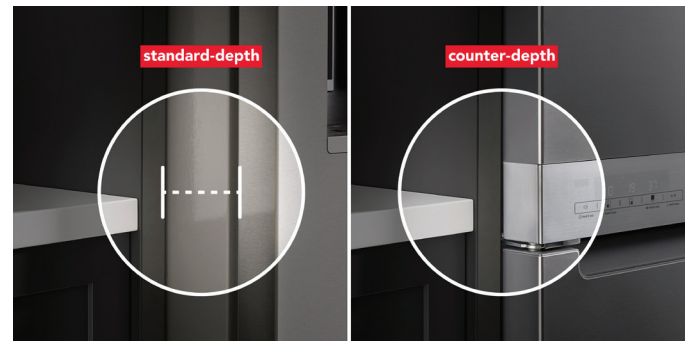
What do you like/dislike about it?

3

What ingredients do you try to store in their ideal environment?

Features

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FOUR DOOR DESIGN

4-Door Design refrigerator with French Door refrigerator on top, combined with Side-by-Side freezer compartments on bottom, including one with custom freeze option, offers flexibility to keep ingredients organized and easily accessible.

COUNTER-DEPTH DESIGN

allows this freestanding refrigerator to fit nearly flush with surrounding cabinetry to offer a built-in look and allow more room to move around seamlessly within your kitchen.



SLIDING STORAGE TRAYS

This premium sliding storage tray has a wood-look finish that is moisture- and stain-resistant, and is versatile enough for serving platters, or simply organizing ingredients and keeping items at hand. When entertaining, the premium wood-look will impress guests with its form and function. Plus, the tray is fully removable for easy cleaning.



SIDE-BY-SIDE FREEZER

Side-by-Side freezer design splits the freezer compartment in two sections, enhancing organization and access to ingredients. The left section is a traditional freezer, while the right side flexes as a Custom Freeze Zone for a softer chill. No need to dig through this freezer to find your ingredients.



CUSTOM FREEZE ZONE

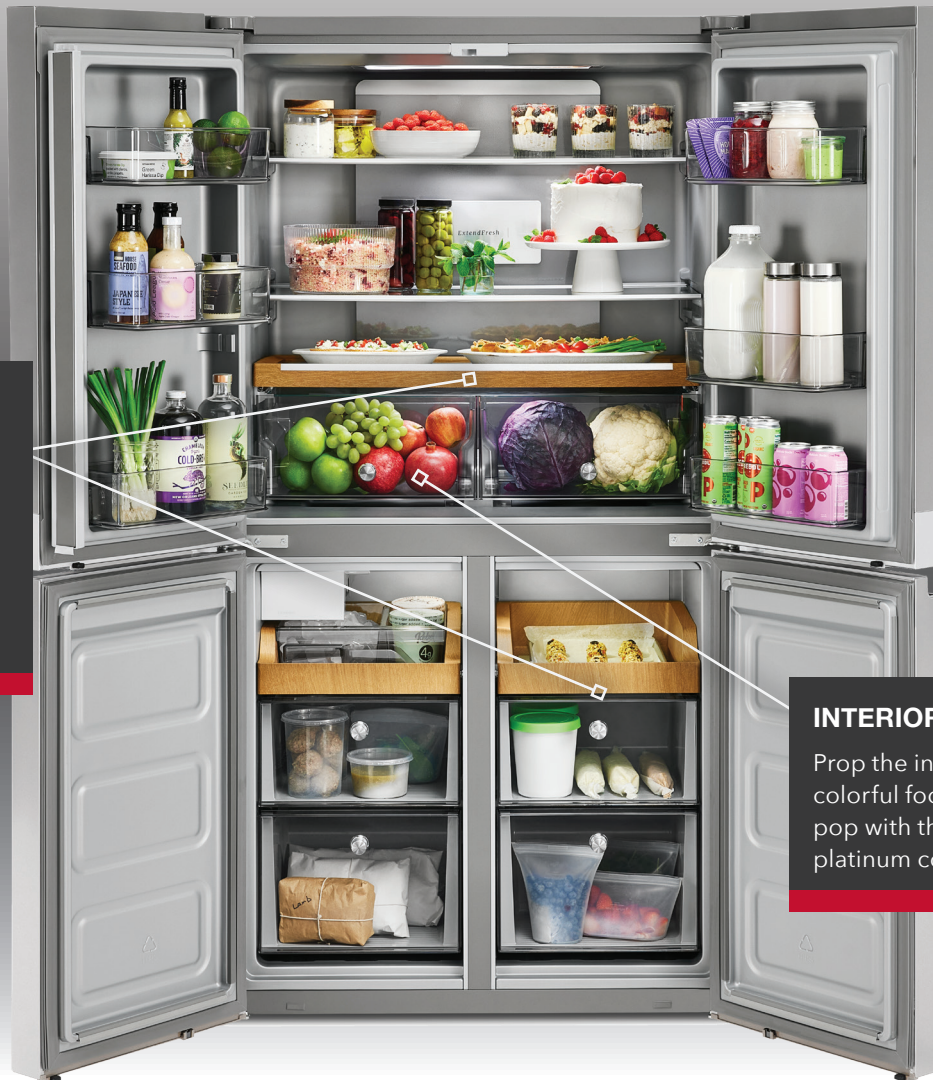
The Custom Freeze Zone in the right side of the freezer section, sets temperature between chilled and frozen at 0, 10, or 19F. Great for keeping compound butters, gelato, or Shaved Ice at perfect serving temperature.

DEMOS

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MULTI-ZONE STORAGE

Demonstrate the wood-look finish trays by asking a customer to slide them out and share what they would store on them.



INTERIOR

Prop the interior with colorful foods that will pop with the industry-first platinum colored interior.

WRAP IT UP

SAY

- The platinum-colored interior and LED lighting makes fresh ingredients stand out & easy to find.

DO

- Demonstrate flexible organization by having the customer touch and interact with the premium shelves. Ask them to share what items they would store where.

REFERENCE

- Find additional assets about KitchenAid® 4-Door refrigerators at learn.whirlpool.com.

FEEL

- Confident offering the four door refrigerator to customers who dislike digging through their freezer to find food.

FIND MORE APPLIANCE SALES RESOURCES AT [LEARNWHIRLPOOL.COM](https://learn.whirlpool.com)

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