

# Why Whirlpool

**# 1**

*Appliance brand  
in USA*

**80+%**

*of products  
made are  
assembled in the  
US*

**9**

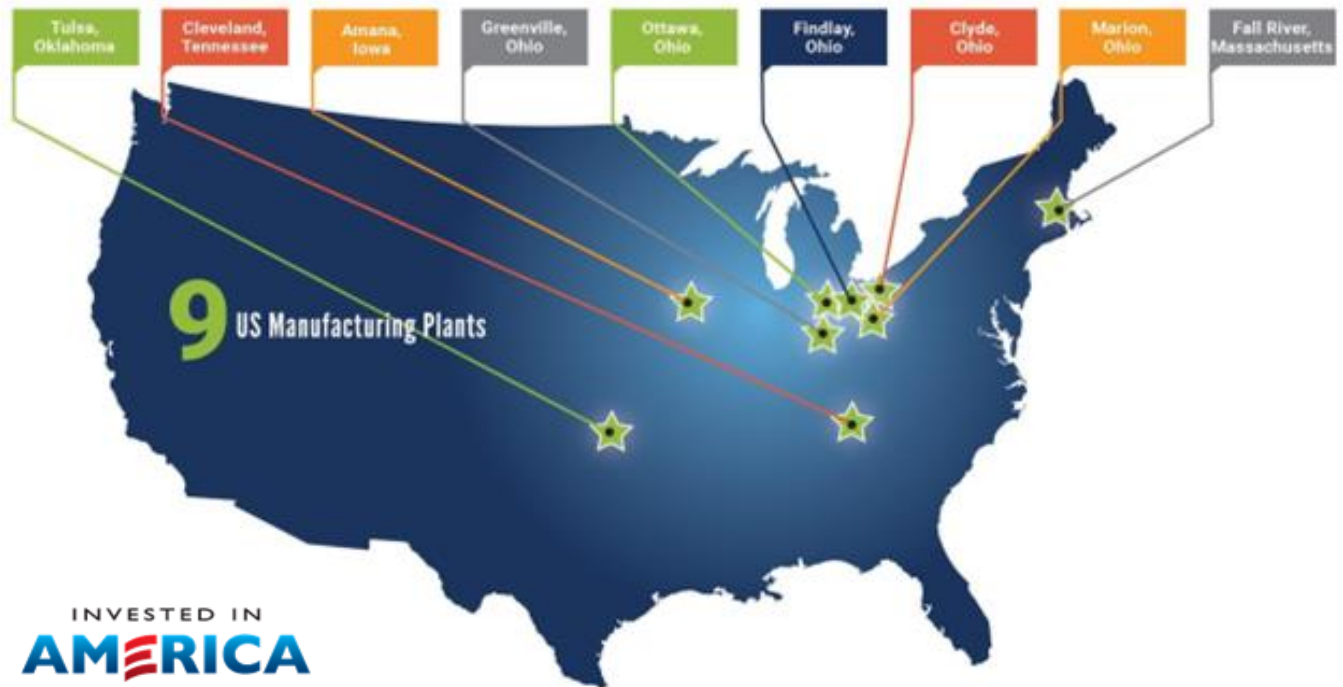
*US  
manufacturing  
plants*

**1**

*Vendor for three  
national brands*

**59**

*Manufacturing  
and technology  
research centers*



**AMANA®**

**Whirlpool®**

**MAYTAG®**

Whirlpool Corporation has been building appliances for **over one hundred years.**

It's what we do.



# Are Appliances Right for you Store?



## Draw new customers to your store

with the program intended to grow high ticket sales.



## Keep the process simple

with display-based program and promotional plans.



## Access a dedicated support network

to facilitate your needs in this business segment.

## THE WHIRLPOOL ADVANTAGE

- Hardware channel experts
- Field sales support
- Dedicated Whirlpool inside sales support
- Business management knowledge

- Easy online ordering
- Online training, marketing tools, product knowledge
- Easy to navigate product look-ups and comparisons
- Hardware channel support group



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To get started, call 866.931.4670 or [whirlpool@saleslinkco.com](mailto:whirlpool@saleslinkco.com)



# Whirlpool Hardware Appliance Program

## Program Requirements

- 12 piece floor display minimum
- 100-150 square feet of sales floor space
- Minimal appliance back stock. Build to a 30-45 day supply
- Store associate with a passion for appliances

## Program Benefits

- Access to all Amana, Whirlpool & Maytag branded appliances
- Customizable Introductory and Destination Assortments
- New item flooring discounts
- Extended dating on display order
- Prepaid freight on 6+ pieces
- Coop advertising
- Quarterly promotional price sheet
- Quarterly volume rebate opportunity
- Trade show Hot Buys
- Appliance floor display allowance

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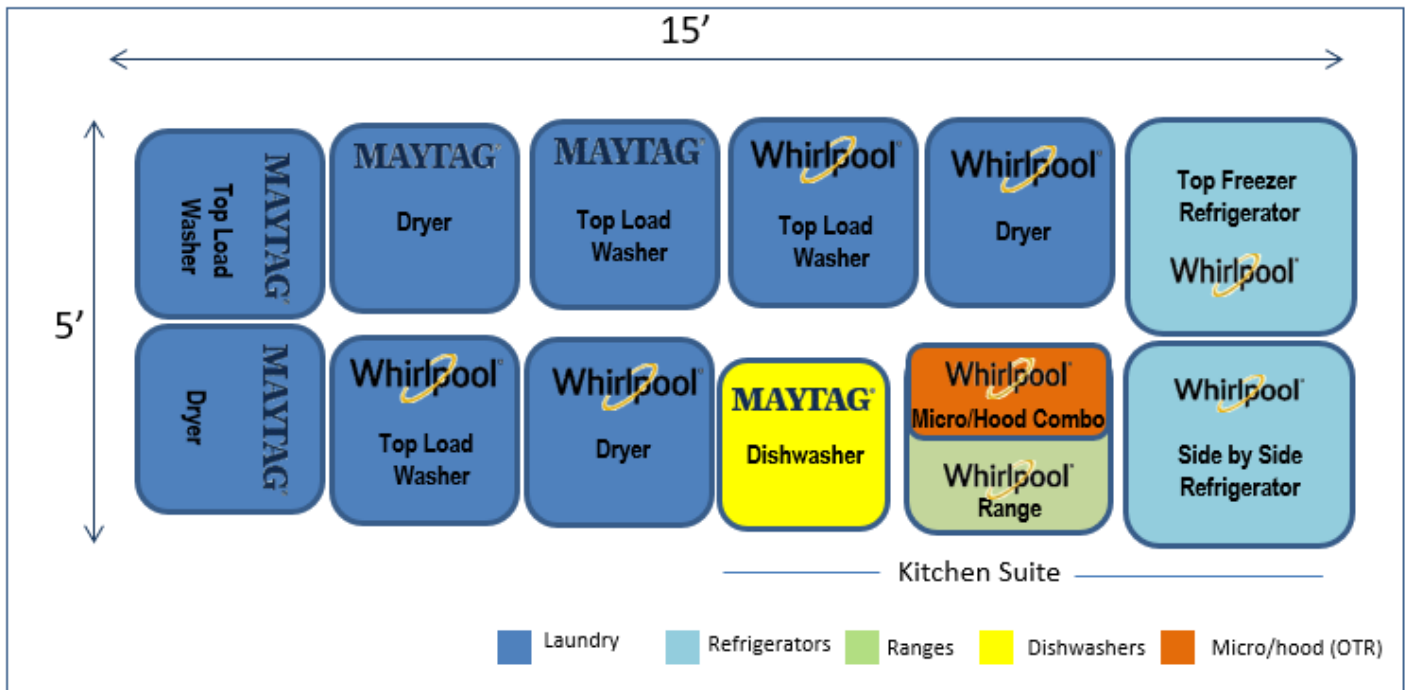
**MAYTAG®**

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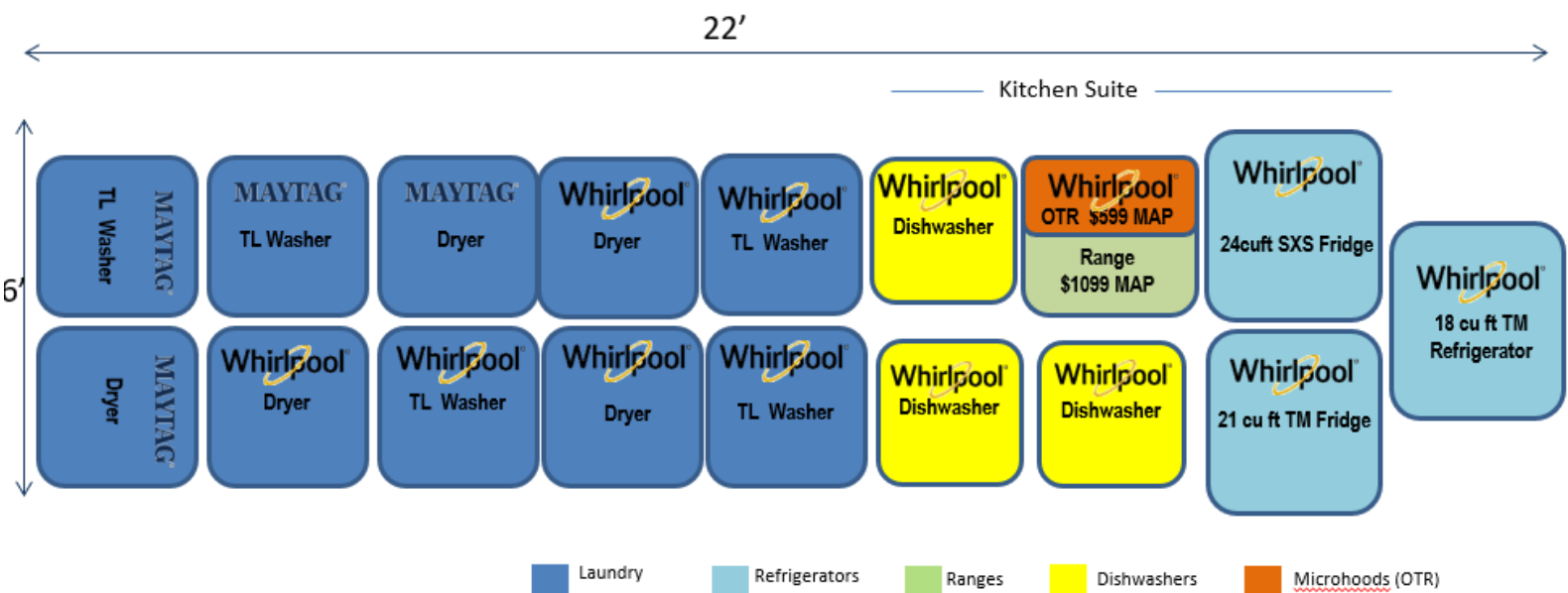
**KitchenAid**

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# Destination Assortment



# Destination Assortment - Expanded



# Whirlpool Dealer Levels

## DIAMOND LEVEL

Annual purchases\* \$250,000+

- Additional dealer savings on select PMAP Models
- Dedicated Saleslink Customer Service Liaison
- Additional Discount on new Floor Models
- Kitchen Suite Program Eligible
- Additional Quarterly volume rebate
- Quarterly promotional pricing
- Coop advertising
  - Increased coop reimbursement rates
  - Additional coop eligible resources

## PLATINUM LEVEL

Annual purchases\* \$150,000 - \$249,999

- Dedicated Saleslink Customer Service
- Discount on New Floor Models
- Kitchen Suite Program Eligible
- Quarterly volume rebate
- Quarterly promotional pricing
- Coop advertising
  - Increased coop reimbursement rates
  - Additional coop eligible resources

## GOLD LEVEL

Annual purchases\* \$79,999 - \$149,999

- Quarterly volume rebate
- Coop advertising
- Quarterly promotional pricing

## BASE

- Quarterly promotional pricing

\* less Amana purchases

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