

2024 National Hardware Program



Whirlpool[®]

SALES LINK

Display the brands people recognize

AMANA®

Whirlpool®

MAYTAG®

1 vendor. 3 national brands. Simple.

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

It's what we do.

WHIRLPOOL COOPERATION
#1 Appliance Vendor
IN DOLLAR & UNIT SHARE
IN THE LATEST FOUR QUARTERS*

FROM OUR
BACKYARD
TO YOUR STORE

| | | |
|----------------------|--------------------------|-------------------------------|
| Amana, Iowa | Clyde, Ohio | Findlay, Ohio |
| Greenville, Ohio | Marion, Ohio | Ottawa, Ohio |
| Tulsa, Oklahoma | Cleveland, Tennessee | Fall River, Massachusetts |

NOTE: Some prototypes shown, production models may vary. Dimensions and specifications may change without notice in our effort to continuously innovate and improve.

*Trailline 2023: for TS+MHC+Cooktop in the L4 quarters ending in June 2023, Whirlpool Corp. leads with 25.7% of dollar sales

2024 Whirlpool Hardware Program

★ Whirlpool Direct Program Requirements

- 13-piece floor display
- Back stock inventory
- Minimum \$25,000+ annually, on major appliance purchases to qualify.
- Store associate with a passion for appliances



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.

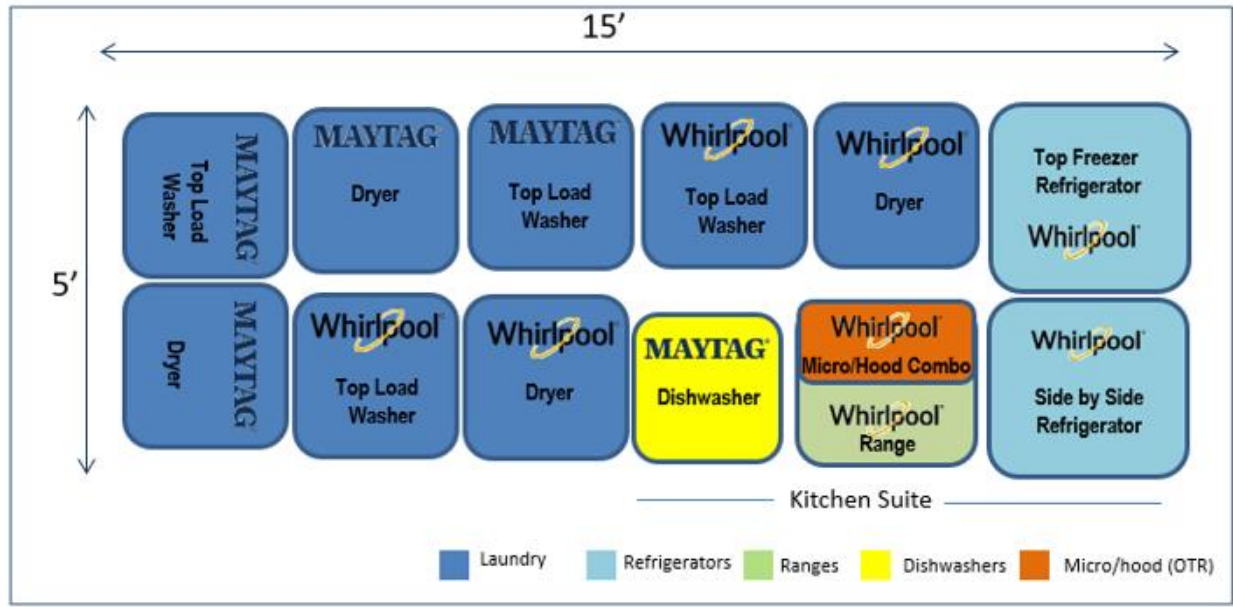


FOR MORE INFORMATION. CONTACT OUR DEDICATED HARDWARE OPERATIONS TEAM:

Office: 866.931.4670

Email: whirlpool@saleslinkco.com

Suggested Floor Plan



2024 Program Benefits by Dealer Level

| Dealer Level | DIAMOND | PLATINUM | GOLD | BASE |
|---|-------------|-----------------------|---------------------|------------|
| Annual Sales* | \$250,000 + | \$150,000 - \$249,999 | \$80,000- \$149,999 | < \$80,000 |
| Quarterly Core Hardware Price Sheet | X | X | X | X |
| 6 Piece Prepaid Freight Minimum | X | X | X | X |
| Trade Show Specials | X | X | X | X |
| Dedicated Customer Support Team | X | X | X | X |
| Quarterly Volume Rebate Incentive | X | X | X | |
| Monthly Email Communication | X | X | X | |
| Quarterly Business Strategy Meetings | X | X | X | |
| Dedicated Sales Support Contact | X | X | X | |
| New item flooring discounts | X | X | | |
| Enhanced Marketing Support | X | X | | |
| Additional Promotional Opportunities | X | X | | |
| Increased new item flooring discounts | X | | | |
| Increased quarterly volume rebate tiers | X | | | |

* less Amana

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