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Maytag Laundry Appliances and the Feature, Advantage, Benefit Selling Method

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UNIVERSITY HONORS PROGRAM

SENIOR PROJECT - APPROVAL

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Department: Business Administration Department: Marketing

Mentor: Dr. Mark Moon

PROJECT TITLE: Maytag Laundry Appliances & the
Feature, Advantage, Benefit Selling Method

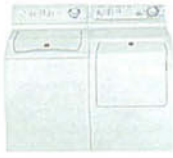
I have reviewed this completed senior honors thesis with this student and certify
it is a project commensurate with honors level undergraduate research in this

Signed: Mark Moon, Faculty Mentor

Date: 12/10/99

Comments (Optional):

Angela did a
super job!



Maytag Washers & Dryers



Angela Caruso

Senior Honors Project:
Maytag Laundry Appliances and
the FAB Selling Method

Faculty Mentor: Dr. Mark Moon

December 8, 1999



 **MAYTAG**

Stemming from my experience this summer as a field sales intern for Maytag in Atlanta, Georgia, I chose to do my project on sales of Maytag laundry products. Being a marketing student, I noticed that the methods used in Maytag sales training were mainly to convey information about the products and assumed that the salespeople they addressed already knew basic selling techniques. Even if the majority of the salespeople knew these basic selling techniques, the product information was not tailored toward the use of these techniques. Instead it seemed that the salespeople were simply handed a load of information to pass on to the customer, who may or may not have any use for it. Since selling situations are sometimes quite volatile, especially in the case of laundry products because few people make frequent purchases, giving the customer unnecessary information is inappropriate and, in fact, counterproductive. My project was to explore the use of the feature, advantage, benefit selling method with Maytag laundry products, which would, after some qualifying, lead the salesperson to the information that was most important to each particular customer. By evaluating the features, advantages, and benefits of each Maytag laundry product, organizing and conducting a different version of sales training, and testing salesperson comprehension of selling methods, I have found that Maytag can unquestionably incorporate specific selling techniques, such as the FAB method, into their future sales training (and maximize sales).

My first task in conducting this research was to make an outline of the features, advantages, and benefits for Maytag laundry products. This included the Maytag Neptune, Atlantis, Dependable Care, and Performa product lines. Referencing the "Maytag Washers & Dryers" February 1999 edition, I developed a FAB list focusing on the benefits of those features found to be most important to customers. (See Appendix A: "Maytag Washers and Dryers." Note: Maytag's movement away from a 'nuts and bolts' sales approach led me to omit certain technical features that are no longer being emphasized in sales training.)

Once the benefits of each product were drafted, I was able to pinpoint five major benefit categories for washers and dryers: ease of use, better cleaning (washers only), saves time, saves money, and better clothes care. I was then able to produce a table listing the benefits according to model number in order of frequency, the first being the most frequent. (See Appendix B: "Maytag Laundry Product Benefit Order by Model Number" and the following graphical representations.) It was at this point I recruited the

assistance of Maytag's East Tennessee District Manager, Clint Haselhorst, in organizing sales training at the Circuit City in Cedar Bluff.

Arrangements were made for me to conduct a special sales training session for the Cedar Bluff and East Towne Circuit City salespeople with Maytag Trainer Danny Thomas on November 6, 1999, at 8:30am at the Cedar Bluff location. Five salespeople attended the special training—two from the East Towne store and three from the Cedar Bluff store. The program, conducted after a short doughnut breakfast courtesy of Maytag, included distributing the table "Maytag Laundry Product Benefit Order by Model Number" and explaining that all Maytag laundry products can be classified into these major categories. Special attention was given to the fact that a benefit is not a benefit unless it meets a customer's needs. Participants in the training were then asked to discuss how they could determine a customer's needs. After identifying a way to do this, mainly by asking questions, participants were then referred to the table and shown how to use it to find which Maytag product had the most features that fit a certain benefit category. Two participants were then chosen to role-play a 'customer' and a 'salesman' who would use this table in directing his customer. The 'customer' defined the situation and said what he wanted to accomplish by purchasing a new washer and dryer. The 'salesman' was then able to determine the customer's needs by asking further questions and refer to the table in suggesting a Maytag product to suit those needs. This succeeded in that those who may have not yet understood the usefulness of the table were able to see it put into action by a coworker as well as provided an opportunity to ask questions about it.

I then repeated this exercise with several other possible situations and challenged the participants to qualify each, choose which product they believed the customer needed, and name some of the features they could point out to the customer to support the benefit the customer sought. I then brought up that the benefits listed mostly corresponded to what was in the "Maytag Washers & Dryers" brochure, which is available to customers and therefore more likely to be referred to in a purchase situation. Available to salespeople, however, is the "Maytag Washer and Dryer Sales Guide." Participants were then asked to name some features listed only in the sales guide to support the most frequent benefit of each model. This reminded them that the customer could develop more confidence in them if they are able to share useful information otherwise unavailable to the customer.

I had developed a short-answer and multiple choice quiz (see Appendix C: "Circuit City Quiz"), a method commonly used in evaluating the success of a training session, to determine if the participants fully grasped the concept of FAB selling and how it could help them, as well as some other points we went over. The quizzes were distributed and collected upon completion with the return of a small gift for their participation.

In reviewing the quizzes, I found that the participants did well with the subject of FAB selling. The following shows the percent correct on each question:

<u>Question</u>	<u>Percent Answering Correctly</u>
1: The five main benefit categories	80%
2: How to determine a customer's needs	80%
3: Situation Analysis: qualifying customers and supporting feature identification	70%
4: When is a benefit a benefit?	80%
5: Reasons customers will buy from a particular salesman	100%
6: Other benefit supporting features from the Sales Guide	100%
7: Table usage	90%

The percent of participants answering correctly was much higher than I had anticipated. Needless to say, it is now abundantly clear that this was a concept that salespeople can in fact grasp, which supports the addition of it into the sales training format. Of course, every trainer has his or her own style. (An evaluation of my sales training performance by Maytag Trainer Danny Thomas is located in Appendix D) Also, teaching a sales method one is unfamiliar with may prove difficult. Were the FAB or any other selling method incorporated into Maytag's sales training, all field representatives and trainers would need to be initiated into this new way of doing things. Maytag would incur significant cost doing this, but because of the quiz results, I feel that this would be a sound investment that has high potential to increase sales.

**Appendix A:
Maytag Washers and Dryers**

Maytag Washers and Dryers

Neptune Washer

Key Selling Point: Stain Removal

Features:

- 1) TurboClean wash system
- 2) No agitator
- 3) Capacity
- 4) Uses less water and electricity than an ordinary washer
- 5) Extra-large door opening
- 6) Tilted wash basket
- 7) Cycle times coordinate with Neptune Dryer
- 8) Push button controls and indicator lights
- 9) Exclusive contoured front panel
- 10) Rust-resistant stainless steel wash basket
- 11) Automatic dispenser
- 12) Stain Cycle Option
- 13) Various Cycles: Whites, Colors, Delicates, Hand Washables, Prewash
- 14) 8-hour delay wash
- 15) Intellifill Automatic water level control
- 16) MaxExtract spin option
- 17) On/Off End of Cycle signal
- 18) Tub Light
- 19) EQ Plus Sound Silencing System
- 20) Available in White or Bisque

Advantages:

- 1) No need to pretreat tough stains
- 2) Gentle on fabrics
- 3) Can wash more per load than a washer with an agitator
- 4) Saves water and electricity
- 5) Easy loading and unloading
- 6) Better view into wash basket
- 7) Eliminates waiting time between loads
- 8) Easy to operate & take the guesswork out of doing laundry
- 9) Modern look
- 10) Resists rust, unlikely will need replacement or leave rust stains on clothes
- 11) Automatically dispenses liquid detergent, fabric softener, and bleach into wash basket at right time
- 12) Provides ideal time and temperature combination to power out tough stains
- 13) Choice of cycles for each wash load; Allows deferral of cycle start and begins automatically after delay time
- 14) Automatically monitors water level to prevent overflows
- 15) Extracts majority of water from clothes and allows for shorter drying time
- 16) Alerts user when cycle is finished; allows user to turn signal off/on as they choose
- 17) Allows better view into wash basket
- 18) Noise from operation is contained within the washer
- 19) Allows customer to choose preferred color
- 20) Allows customer to customize the product to match existing appliances

Benefits:

- 1) Saves time
- 2) Saves money
- 3) Saves time
- 4) Saves money (pays for itself over time); Conservation
- 5) ease of use
- 6) ease of use
- 7) Saves time
- 8) ease of use

- 9) Social proof
- 10) Saves money
- 11) Saves time, ease of use
- 12) ease of use
- 13) ease of use
- 14) Saves time, ease of use
- 15) ease of use
- 16) Saves time
- 17) Saves time, ease of use
- 18) ease of use
- 19) ease of use
- 20) Social proof

Neptune Dryer

Features:

- 1) Oversize Capacity Plus
- 2) Push Button Controls
- 3) Intellidry Wrinkle Free Fabrics cycle with Press Care
- 4) Moisture Monitor
- 5) Adjustable degree of dryness
- 6) Infinite temperature settings
- 7) Ultra Care temperature option with indicator light
- 8) Time Dry/Air Fluff cycle
- 9) Press Care option
- 10) Damp Dry cycle
- 11) Wrinkle Release cycle
- 12) Drum Light
- 13) On/Off end-of-cycle chime
- 14) EQ Plus sound silencing system
- 15) Available in white or bisque

Advantages:

- 1) Can dry more clothes at one time
- 2) Eliminate confusion and guesswork, easy to operate
- 3) Works to prevent wrinkles by cooling clothes down; Reduces need for ironing
- 4) Allow easy view of where the dryer is in the cycle
- 5) Allows user to choose dryness level
- 6) Allows user to control the wash and rinse temperatures to properly dry most every type of fabric
- 7) Brings drying temperature down to 125 degrees (15 degrees lower than the delicates cycle)
- 8) Allows user to dry clothes until damp or fluff items that have not been washed
- 9) Extends the cool down cycle
- 10) Allows user to set degree of dryness
- 11) Helps release wrinkles to reduce ironing
- 12) Allows user to see more clearly inside the dryer
- 13) Alerts user to the end of cycle and can be turned off
- 14) Guards against excessive noise created by operation (good if in the house)
- 15) Allows user to choose preferred color

Benefits:

- 1) Saves time
- 2) Ease of Use
- 3) Saves time
- 4) Ease of Use, Convenience
- 5) Ease of Use
- 6) Better clothes care
- 7) Better clothes care
- 8) Better clothes care
- 9) Better clothes care

- 10) Better clothes care
- 11) Ease of use, convenience
- 12) Ease of Use, convenience
- 13) Ease of Use, Convenience
- 14) Ease of Use, Convenience
- 15) Social Proof

Atlantis Washers

Key Selling Point: Keeps Whites White

Standard Features:

- 1) Oversize Capacity Plus (3.2 cu. ft.)
- 2) Push button controls
- 3) Four temperature combinations
- 4) Various cycles
- 5) Load Sensor Agitator
- 6) Automatic bleach dispenser
- 7) Automatic fabric softener dispenser
- 8) Self-cleaning lint removal system
- 9) Lifetime tub warranty
- 10) 2-speed, ½ hp motor
- 11) Color choice: white or bisque

Advantages:

- 1) Allows user to wash more per load
- 2) Eliminate confusion and guesswork, easy to operate
- 3) Allows user to control the wash and rinse temperatures to properly clean most every type of fabric
- 4) Ability to customize wash cycles
- 5) Helps clothes last longer by treating them with the right amount of agitation
- 6) Dispenses bleach automatically at appropriate time during the cycle
- 7) Dispenses fabric softener automatically at appropriate time during the rinse cycle
- 8) Helps keep lint and dirt from redepositing on clothes
- 9) Tub resists chipping and chemical damage
- 10) Allows customer to choose agitation and spin speeds for each wash load
- 11) Allows customer to choose preferred color

Benefits:

- 1) Saves time
- 2) Ease of Use
- 3) Ease of Use
- 4) Ease of Use
- 5) Saves money
- 6) Ease of Use
- 7) Ease of Use, Saves time
- 8) Better cleaning
- 9) Ease of use; Peace of Mind
- 10) Ease of Use
- 11) Social Proof

MAV5000 Features:

- 1) Four water levels
- 2) Quiet Pack Sound Silencing System

Advantages:

- 1) Saves water and energy
- 2) Noise from operation is contained within the washer

Benefits:

- 1) Saves money

- 2) Ease of use; Convenience

MAV6000 Features:

- 1) Automatic Temperature Control option with indicator light
- 2) Adjustable Infinite water level
- 3) Extra rinse option

Advantages:

- 1) Assures the water reaches minimum temperature necessary to activate detergents
- 2) Saves water and energy
- 3) More thoroughly removes laundry additives

Benefits:

- 1) Better cleaning
- 2) Saves money
- 3) Better cleaning

MAV7000 Features:

- 1) Automatic Presoak Cycle
- 2) 30-day detergent dispenser
- 3) Quiet Plus sound silencing system

Advantages:

- 1) Adds alternating soak and agitation time and automatically advances into the colors wash cycle
- 2) Eliminates need to measure detergent for each load, prevents spills, and makes detergent easy to access
- 3) Noise from operation is contained within the washer

Benefits:

- 1) Better cleaning; Ease of use
- 2) Ease of Use; Convenience
- 3) Ease of Use; Convenience

MAV8000 Features:

- 1) Fingertip faucet
- 2) Prewash cycle
- 3) Gentle wash option
- 4) Gentle spin option
- 5) On/off adjustable end-of-cycle chime

Advantages:

- 1) Frees hands for scrubbing stains or rinsing detergent off hands
- 2) Removes more dirt using a double wash
- 3) Allows for more gentle cleaning and rinsing; better clothes care
- 4) Helps minimize wrinkling and protects delicate fabrics
- 5) Signals when the washing is complete

Benefits:

- 1) Convenience; Ease of Use
- 2) Better Cleaning
- 3) Better clothes care
- 4) Better clothes care; Ease of Use
- 5) Ease of Use

Atlantis Dryers

Standard Features:

- 1) Oversize Capacity Plus
- 2) Push Button Controls
- 3) Intellidry Wrinkle Free Fabrics Cycle with Press Care
- 4) Intellidry Regular Cycle
- 5) Time Dry/ Air Fluff cycle

- 4) On/Off end-of-cycle chime
- 5) Quiet Plus II sound silencing system

Advantages:

- 1) Allows user to control the wash and rinse temperatures to properly dry most every type of fabric
- 2) Brings drying temperature down to 125 degrees (15 degrees lower than the delicates cycle)
- 3) Extends the cool down cycle to reduce wrinkling
- 4) Alerts user to the end of cycle and can be turned off
- 5) Guards against excessive noise created by operation (good if in the house)

Benefits:

- 1) Better clothes care
- 2) Better clothes care
- 3) Saves time
- 4) Ease of Use
- 5) Ease of Use

Dependable Care Washers

Key Selling Point: Clothes Care

Standard Features:

- 1) Super Capacity (2.9 cu. ft.)
- 2) Easy Care Permanent Press Cycle
- 3) Delicates Cycle
- 4) LoadSensor agitator
- 5) Fabric Softener Dispenser
- 6) Self-cleaning lint filter
- 7) White porcelain tub

Advantages:

- 1) Fit more clothes into a single wash
- 2) Treats clothes more gently and makes them last longer
- 3) Treats clothes more gently and makes them last longer
- 4) Automatically adapts to the load size. Helps circulate clothes within the tub during the cycle
- 5) Dispenses fabric softener at the right time during the cycle automatically
- 6) Continuously removes lint, fibers and grit from the water
- 7) Porcelain tub is formulated to resist harmful effects of detergent and bleach, so it lasts longer

Benefits:

- 1) Saves time
- 2) Saves money, Better clothes care
- 3) Saves money, Better clothes care
- 4) Better cleaning
- 5) Ease of use/convenience
- 6) Better cleaning
- 7) Saves money

LAT9206B Features:

- 1) Three water temperature combinations
- 2) All-fabric speed combinations
- 3) Three water levels

Advantages:

- 1) Allows user to control the wash and rinse temperatures to properly clean most every type of fabric
- 2) Allows user to control wash and spin speeds for utmost in fabric care
- 3) Allows user to control water level, saving water

Benefits:

- 1) Better cleaning
- 2) Better clothes care
- 3) Saves money

- 6) Moisture Monitor
- 7) Delicates temperature setting
- 8) Damp Dry cycle
- 9) Adjustable degree of dryness
- 10) Wrinkle Release cycle
- 11) Extra-large door opening
- 12) Cushioned drum suspension system
- 13) Drum Light

Advantages:

- 1) Allows user to dry more clothes at once
- 2) Eliminate confusion and guesswork, easy to operate
- 3) Works to prevent wrinkles by cooling clothes down; Reduces need for ironing
- 4) Allows user to set degree of dryness; electronic sensor directly measures moisture and heat is shut off when desired moisture level is reached which makes the dryer energy efficient
- 5) Allows user to dry clothes until damp or fluff items that have not been washed
- 6) Allow easy view of where the dryer is in the cycle
- 7) Treats clothes more gently and makes them last longer
- 8) Allows user to choose a cycle that dries clothes until damp
- 9) Allows user to set degree of dryness
- 10) Helps release wrinkles to reduce ironing
- 11) Makes loading and unloading easy
- 12) Allows for smooth and quiet operation
- 13) Allows user to see more clearly inside the dryer

Benefits:

- 1) Saves time
- 2) Ease of use
- 3) Saves time
- 4) Saves money
- 5) Ease of Use
- 6) Ease of Use; Convenience
- 7) Saves money
- 8) Ease of Use, Convenience
- 9) Ease of Use, Convenience
- 10) Saves time
- 11) Ease of Use
- 12) Ease of Use
- 13) Ease of Use

MD6000 Features:

- 1) Four temperature settings
- 2) End-of-cycle chime
- 3) Quiet Plus sound silencing system

Advantages:

- 1) Allows user to control the wash and rinse temperatures to properly dry most every type of fabric
- 2) Alerts user to the end of cycle and can be turned off
- 3) Guards against excessive noise created by operation (good if in the house)

Benefits:

- 1) Better clothes care
- 2) Ease of Use, Convenience
- 3) Ease of Use, Convenience

MD8000 Features:

- 1) Infinite Temperature settings
- 2) Ultra Care temperature option with indicator light
- 3) Press Care option

LAT9356 Features:

- 1) Two-speed motor
- 2) Four water levels

Advantages:

- 1) Has the power and performance to handle even the largest loads
- 2) Allows user to control water level, saving water

Benefits:

- 1) Better cleaning
- 2) Saves money

LAT9416 Features:

- 1) Four water temperature combinations
- 2) Soak only cycle
- 3) Warm Rinse option
- 4) Five water levels
- 5) Bleach dispenser
- 6) Quiet Pack sound silencing system
- 7) Available in White or Bisque

Advantages:

- 1) Allows user to control the wash and rinse temperatures to properly clean most every type of fabric
- 2) Soaks heavily soiled or stained items before advancing into a selected wash cycle
- 3) May be selected for more thorough removal of laundry additives, such as detergent
- 4) Allows user to control water level, conserves water
- 5) Dispenses bleach into the outer tub so bleach is diluted appropriately
- 6) Guards against excessive noise created by operation (good if in the house)
- 7) Allows user to choose preferred color

Benefits:

- 1) Better cleaning
- 2) Better cleaning
- 3) Better cleaning
- 4) Saves money
- 5) Better clothes care
- 6) Ease of Use/Convenience
- 7) Social Proof

LAT9706 Features:

- 1) Three-speed select
- 2) Push button controls
- 3) Automatic Presoak
- 4) Quick cycle
- 5) Sensi-Care cycle for hand washables
- 6) Extra rinse option
- 7) Extra spin option
- 8) Infinite water levels
- 9) Three indicator lights
- 10) Quiet Plus sound silencing system

Advantages:

- 1) Allows user to control wash and spin speeds for the utmost in fabric care
- 2) Eliminate confusion and guesswork, easy to operate
- 3) Adds approximately 8 minutes of wash and soak time to the beginning of a cycle before agitation begins
- 4) Agitates clothes for a short amount of time, good for light loads
- 5) Offers normal and light options to gently clean hand washables
- 6) More completely removes laundry additives at the end of the cycle

- 7) Provides an additional two minutes of spin time at the end of a cycle for improved water extraction of bulky items
- 8) Allows user to control water level
- 9) Allow easy view of where the washer is in the cycle
- 10) Guards against excessive noise created by operation (good if in the house)

Benefits:

- 1) Better clothes care
- 2) Ease of Use
- 3) Better cleaning
- 4) Better clothes care; Saves time
- 5) Better clothes care
- 6) Better cleaning
- 7) Saves time
- 8) Saves money
- 9) Ease of Use
- 10) Ease of Use

Dependable Care Dryers

Standard Features:

- 1) Super Capacity
- 2) Adjustable degree of dryness
- 3) Time Dry
- 4) Air Fluff
- 5) Delicate temperature setting
- 6) Easy Care Permanent Press Cycle
- 7) End-of-cycle signal
- 8) Quiet Pack sound silencing system

Advantages:

- 1) Allows user to dry more clothes at once
- 2) Allows user to choose dryness level
- 3) Allows user to dry clothes until damp or fluff items that have not been washed
- 4) Allows user to dry clothes until damp or fluff items that have not been washed
- 5) Treats clothes more gently and makes them last longer
- 6) Treats clothes more gently and makes them last longer
- 7) Alerts user to the end of cycle and can be turned off
- 8) Guards against excessive noise created by operation (good if in the house)

Benefits:

- 1) Saves time
- 2) Ease of Use
- 3) Better clothes care
- 4) Better clothes care
- 5) Better clothes care
- 6) Better clothes care
- 7) Ease of use
- 8) Ease of Use

MD9206 Features:

- 1) Three temperature settings
- 2) Auto-dry control

Advantages:

- 1) Allows user to control the wash and rinse temperatures to properly dry most every type of fabric
- 2) Allows user to set degree of dryness; heat source shuts off after reaching desired level of dryness

Benefits:

- 1) Better clothes care
- 2) Better clothes care

MD9316 Features:

- 1) Four temperature settings
- 2) Permanent Press with Press Care
- 3) Wrinkle Release
- 4) Damp Dry
- 5) Drum Light

Advantages:

- 1) Allows user to control the wash and rinse temperatures to properly dry most every type of fabric
- 2) Reduces wrinkles and ironing chores through a cool down period
- 3) Helps release wrinkles to reduce ironing
- 4) Allows user to set degree of dryness
- 5) Allows user to see more clearly inside the dryer

Benefits:

- 1) Better clothes care
- 2) Saves time
- 3) Saves time
- 4) Better clothes care
- 5) Ease of Use

MD9606 Features:

- 1) Intellidry with Moisture Monitor
- 2) Push Button Controls
- 3) End-of-cycle chime
- 4) Quiet Plus Sound silencing system

Advantages:

- 1) Heat source shuts off when clothes are dry; monitor allows easy view of where the dryer is in the cycle
- 2) Easy to operate
- 3) Alerts user to the end of cycle and can be turned off
- 4) Guards against excessive noise created by operation (good if in the house)

Benefits:

- 1) Better clothes care, ease of use
- 2) Ease of use
- 3) Ease of use, convenience
- 4) Ease of use

Performa Washers by Maytag

Key Selling Point: Outstanding Cleaning for Big Loads

Standard Features:

- 1) Oversize Capacity Plus (3.3 cu. ft.)
- 2) Quiet Series
- 3) Four water temperature combinations
- 4) Warm Rinse Option
- 5) Infinite water levels
- 6) Six-point suspension
- 7) Dual-drive transmission
- 8) Bleach dispenser
- 9) Fabric Softener dispenser
- 10) Self-cleaning lint filter

Advantages:

- 1) Fit more clothes into a single wash
- 2) Guards against excessive noise created by operation (good if in the house)
- 3) Allows user to control the wash and rinse temperatures to properly clean most every type of fabric
- 4) More completely removes laundry additives at the end of the cycle
- 5) Allows user to control water level, saving water
- 6) Keep the washer balanced, stable and solidly in place

- 7) Moves clothes more effectively and pushing more water through the clothes
- 8) Dispenses bleach into the outer tub so bleach is diluted appropriately
- 9) Dispenses fabric softener at the right time during the cycle automatically
- 10) Continuously removes lint, fibers and grit form the water

Benefits:

- 1) Saves time
- 2) Ease of Use
- 3) Better cleaning
- 4) Better cleaning
- 5) Saves money
- 6) Ease of Use
- 7) Better cleaning
- 8) Better clothes care
- 9) Ease of Use/Convenience
- 10) Better cleaning

PAV2200 Features:

- 1) Big Clean Flex Fin agitator

Advantages:

- 1) Flex fins oscillate back and forth to push water through the clothes continuously throughout the tub

Benefits:

- 1) Better cleaning

PAV3200 Features:

- 1) Outboarded 3 speed combinations
- 2) Pretreat Cycle
- 3) Second Rinse option
- 4) Fingertip Faucet
- 5) Big Clean Dual Action Agitator

Advantages:

- 1) Allows user to control wash and spin speeds for the utmost in fabric care
- 2) Soaks and agitates to loosen heavy soils and stains
- 3) More completely removes laundry additives at the end of the cycle
- 4) Frees hands for scrubbing stains or rinsing detergent off hands
- 5) Helps turn the load over, moving clothes throughout the tub

Benefits:

- 1) Better clothes care
- 2) Better cleaning
- 3) Better cleaning
- 4) Ease of Use
- 5) Better cleaning

PAV4200 Features:

- 1) Three-speed motor
- 2) Five speed combinations
- 3) Hand washable cycle

Advantages:

- 1) Has the power and performance to handle even the largest loads
- 2) Allows user to control wash and spin speeds for the utmost in fabric care
- 3) Treats clothes more gently and makes them last longer

Benefits:

- 1) Better cleaning
- 2) Better clothes care
- 3) Better clothes care

Performa Dryers by Maytag

Standard Features:

- 1) Oversize Capacity Plus (7.0 cu. ft.)
- 2) Quiet Series
- 3) Automatic Dry control
- 4) Damp Dry
- 5) Time Dry/Air Fluff option
- 6) Wrinkle release
- 7) End-of-cycle signal
- 8) Four-point suspension

Advantages:

- 1) Can dry more clothes at one time
- 2) Guards against excessive noise created by operation (good if in the house)
- 3) Allows user to set degree of dryness; heat source shuts off after reaching desired level of dryness
- 4) Allows user to set degree of dryness
- 5) Allows user to dry clothes until damp or fluff items that have not been washed
- 6) Helps release wrinkles to reduce ironing
- 7) Alerts user to the end of cycle
- 8) Allows for smooth and quiet operation

Benefits:

- 1) Saves Time
- 2) Ease of Use
- 3) Better clothes care
- 4) Better clothes care
- 5) Better clothes care
- 6) Saves time
- 7) Ease of use
- 8) Ease of use

PYE2200 Features:

- 1) Three temperature settings

Advantages:

- 1) Allows user to control the wash and rinse temperatures to properly dry most every type of fabric

Benefits:

- 1) Better clothes care

PYE3200 Features:

- 1) Four temperature selections
- 2) Extended Wrinkle Out option
- 3) Adjustable end-of-cycle signal
- 4) Drum Light

Advantages:

- 1) Allows user to control the wash and rinse temperatures to properly dry most every type of fabric
- 2) Helps release wrinkles to reduce ironing
- 3) Alerts user to the end of cycle; volume may be adjusted
- 4) Allows user to see more clearly inside the dryer

Benefits:

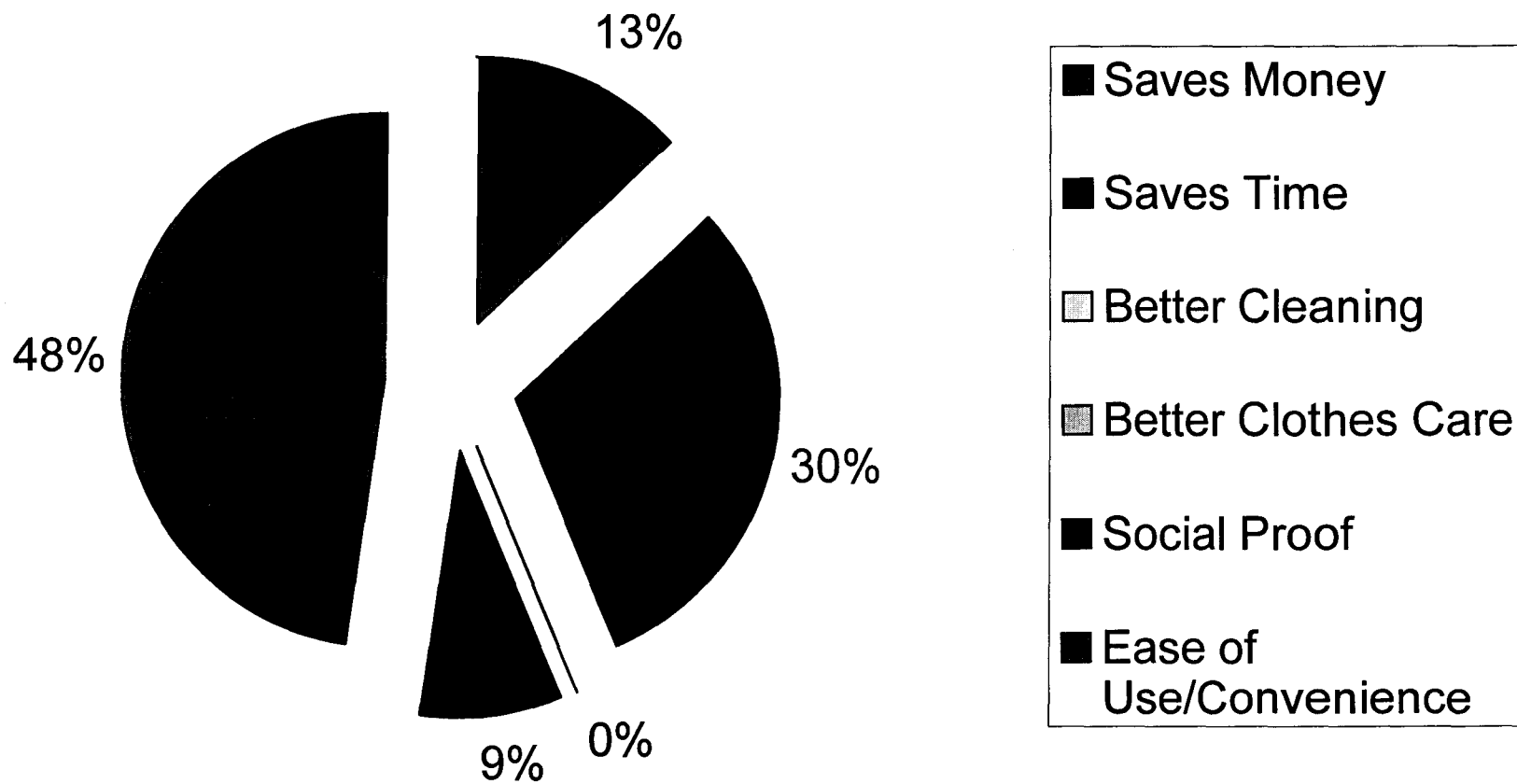
- 1) Better clothes care
- 2) Saves time
- 3) Ease of use
- 4) Ease of use

Appendix B:
Maytag Laundry Product Benefit Order by Model Number

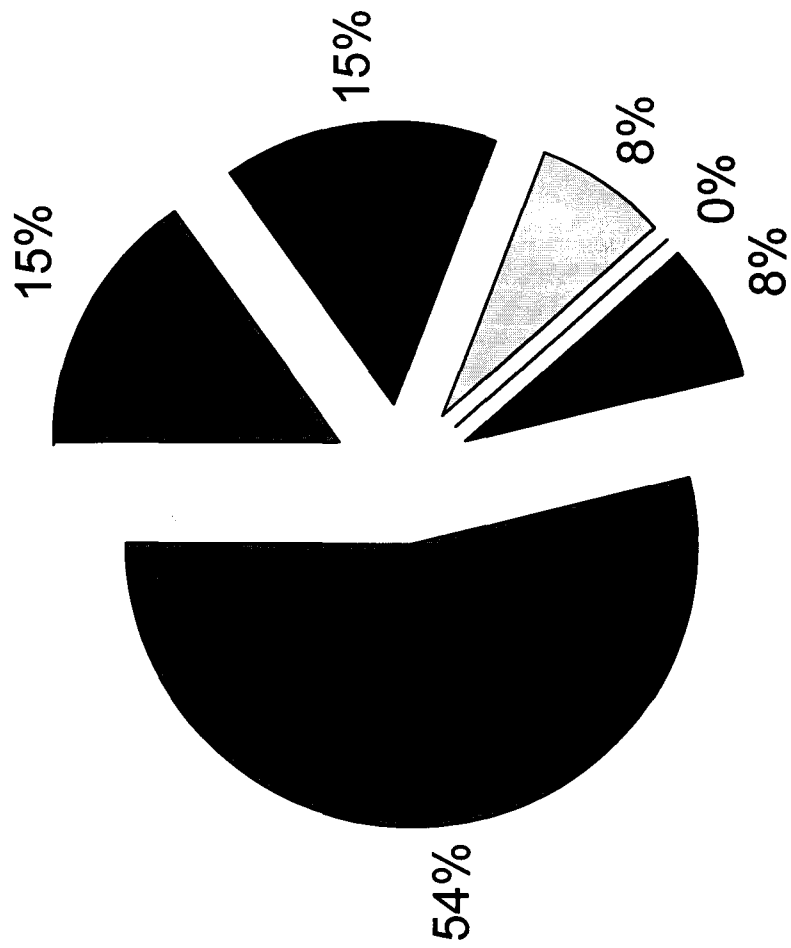
Maytag Laundry Product Benefit Order by Model Number

Washers	1	2	3	4
MAH4000	Ease of Use	Saves Time	Saves Money	
MAV5000	Ease of Use	Saves Money & Time	Better Cleaning	
MAV6000	Ease of Use	Better Cleaning	Saves Time & Money	
MAV7000	Ease of Use	Saves Time & Better Cleaning	Saves Money	
MAV8000	Ease of Use	Saves Money	Saves Time, Better Cleaning, Better Clothes Care	
LAT9206B	Saves Money	Better Cleaning & Clothes Care	Saves Time & Ease of Use	
LAT9356	Saves Money	Better Cleaning	Better Clothes Care	Saves Time
LAT9416	Better Cleaning	Saves Money	Better Clothes Care	Ease of Use
LAT9706	Better Clothes Care	Saves Money, Better Cleaning, Ease of Use	Saves Time	
PAV2200	Better Cleaning	Ease of Use	Better Clothes Care, Saves Time & Money	
PAV3200	Better Cleaning	Ease of Use	Better Clothes Care	Saves Time & Money
PAV4200	Better Cleaning	Better Clothes Care, Ease of Use	Saves Time & Money	
Dryers				
MDE/G4000	Ease of Use	Better Clothes Care	Saves Time	
MD6000	Ease of Use	Saves Time	Saves Money	Better Clothes Care
MD8000	Ease of Use	Saves Time	Saves Money & Better Clothes Care	
MD9206	Better Clothes Care	Ease of Use	Saves Time	
MD9316	Better Clothes Care	Ease of Use	Saves Time	
MD9606	Ease of Use	Better Clothes Care	Saves Time	
PYE2200	Better Clothes Care	Ease of Use	Saves Time	
PYE3200	Ease of Use	Better Clothes Care	Saves Time	

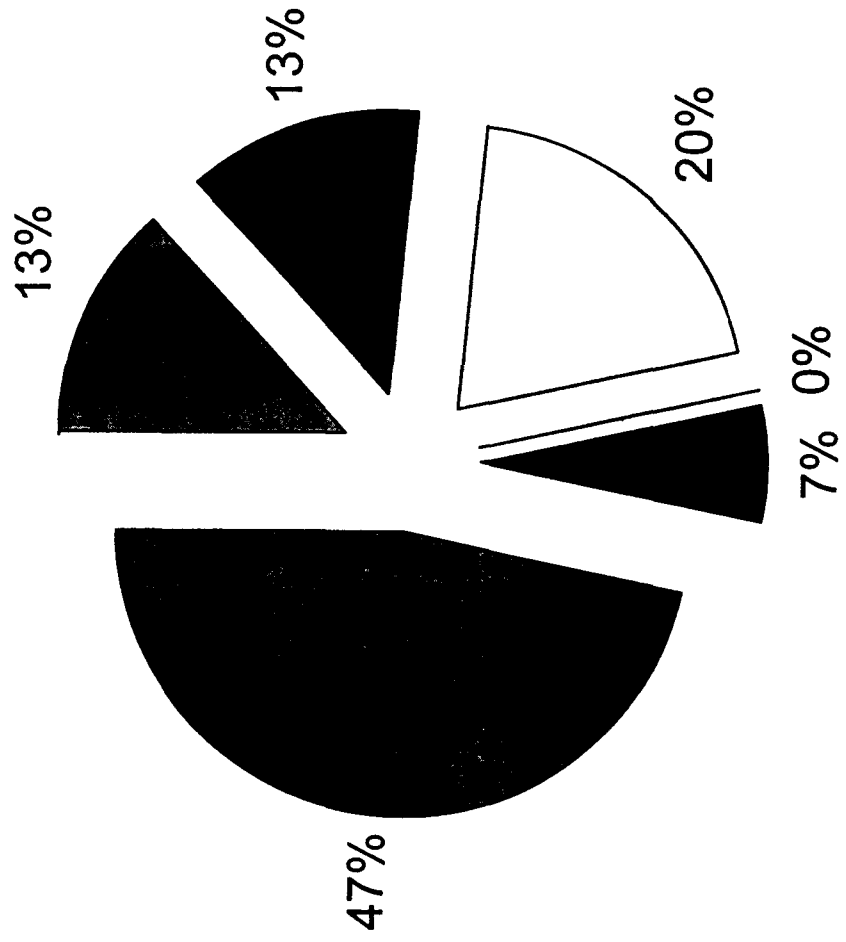
MAH4000 Neptune Washer



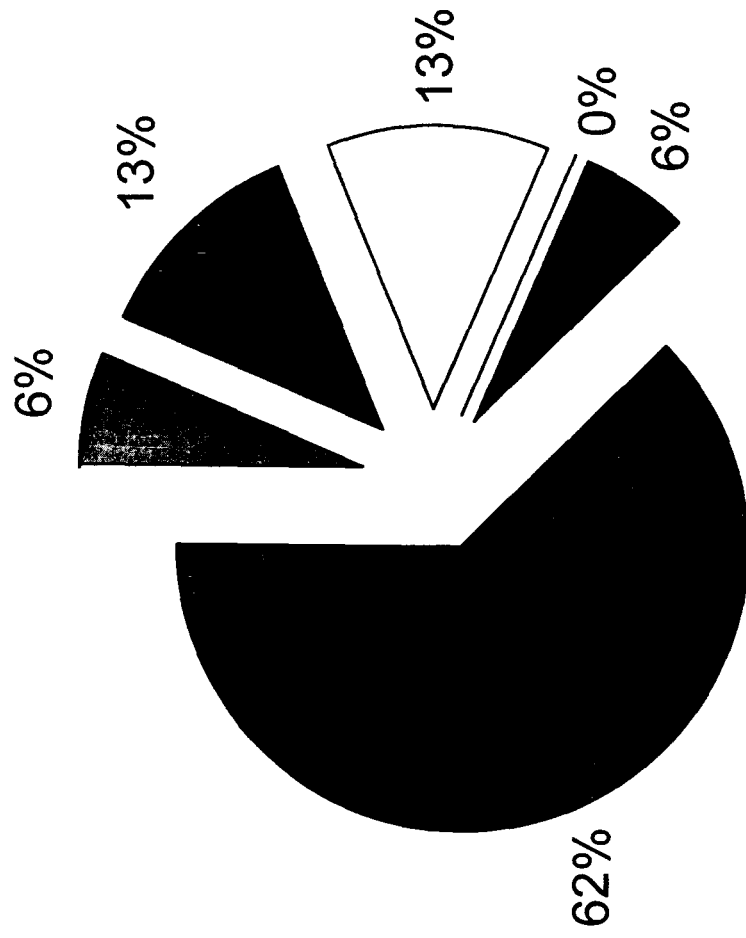
MAV5000 Atlantis Washer



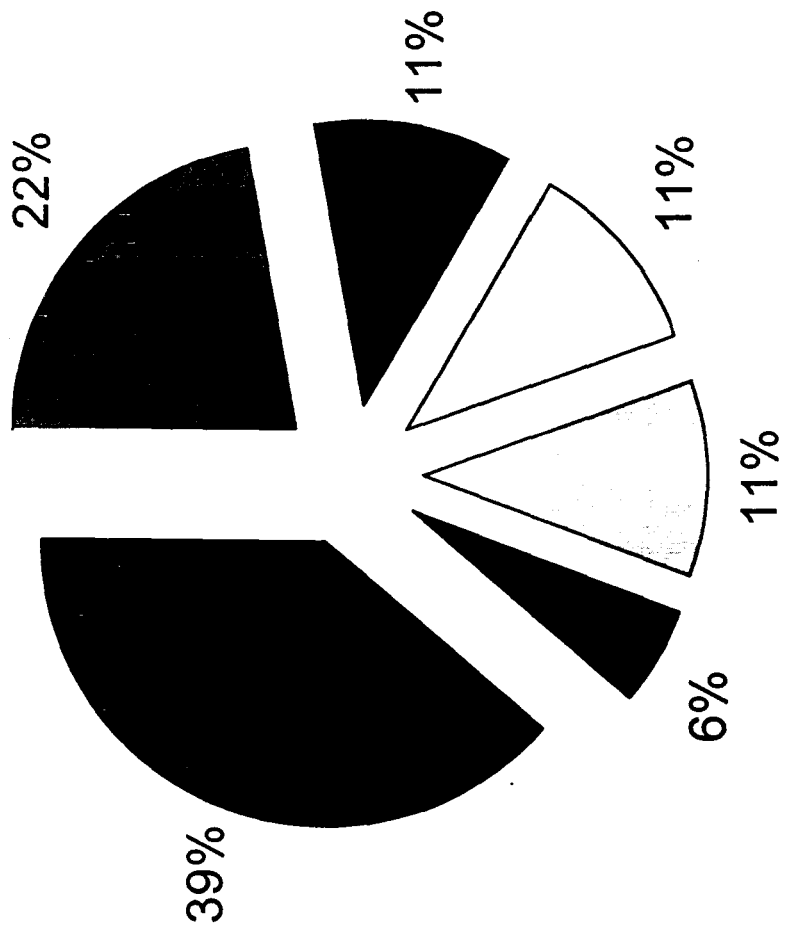
MAV6000 Atlantis Washer



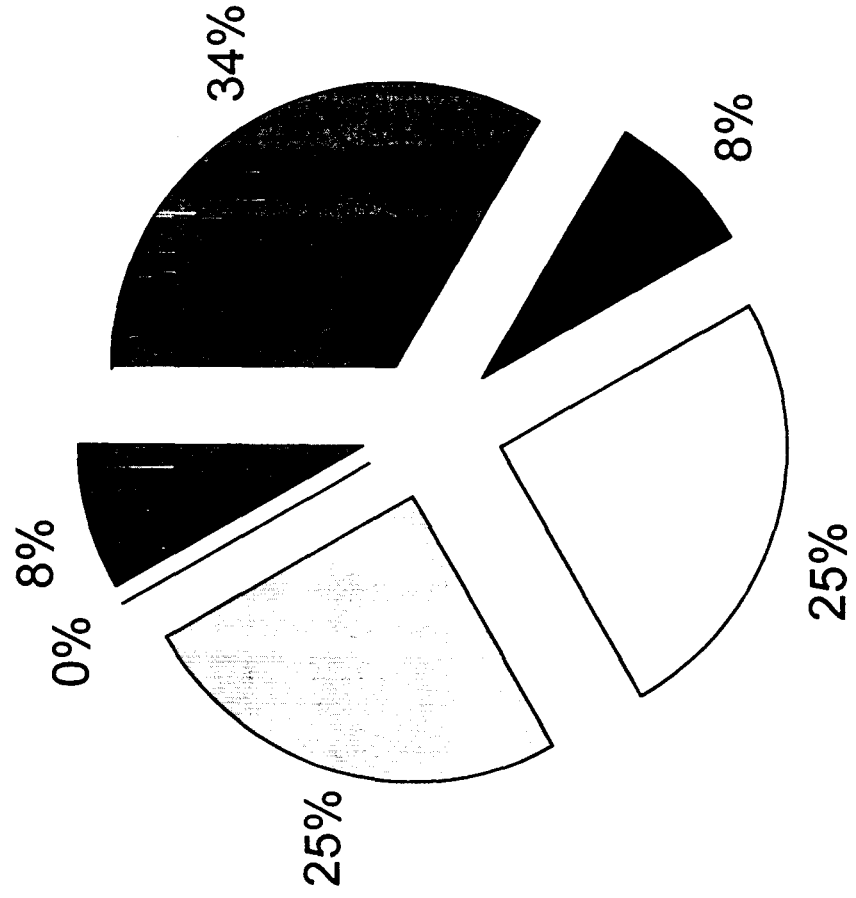
MAV7000 Atlantis Washer



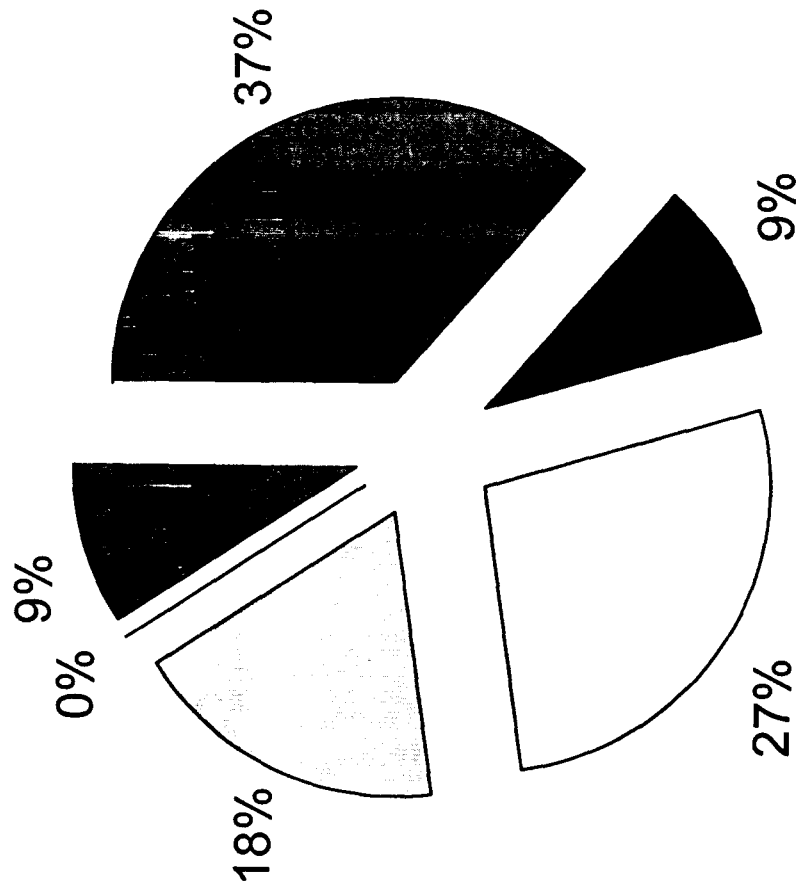
MAV8000 Atlantis Washer



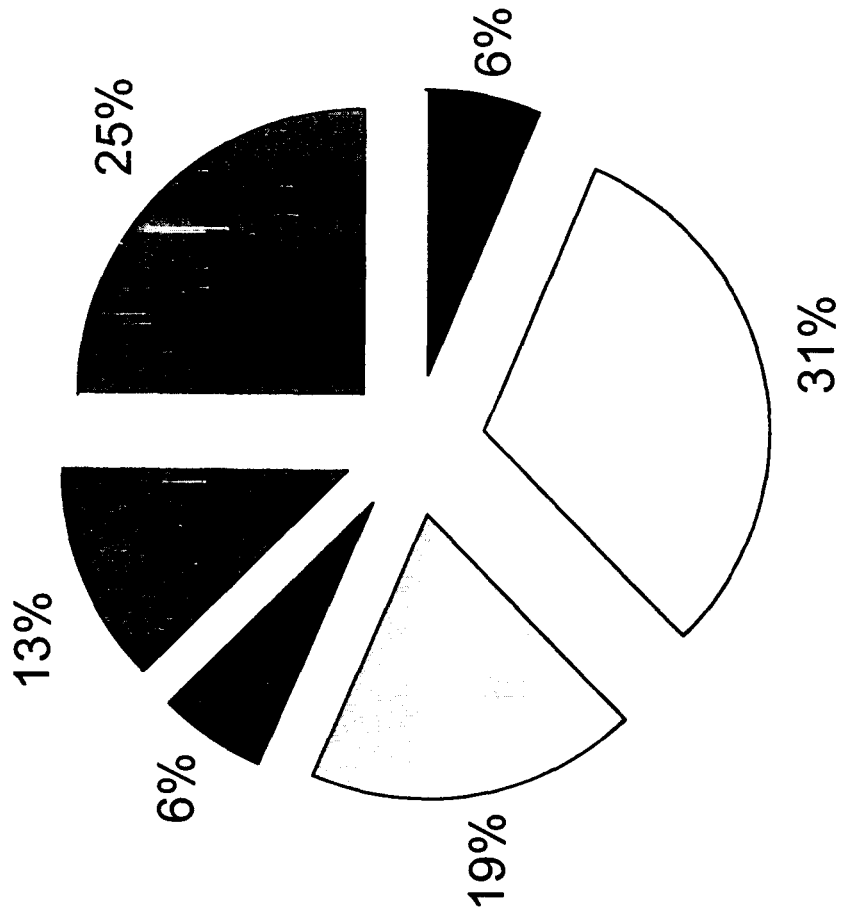
LAT9206B Dependable Care Washer



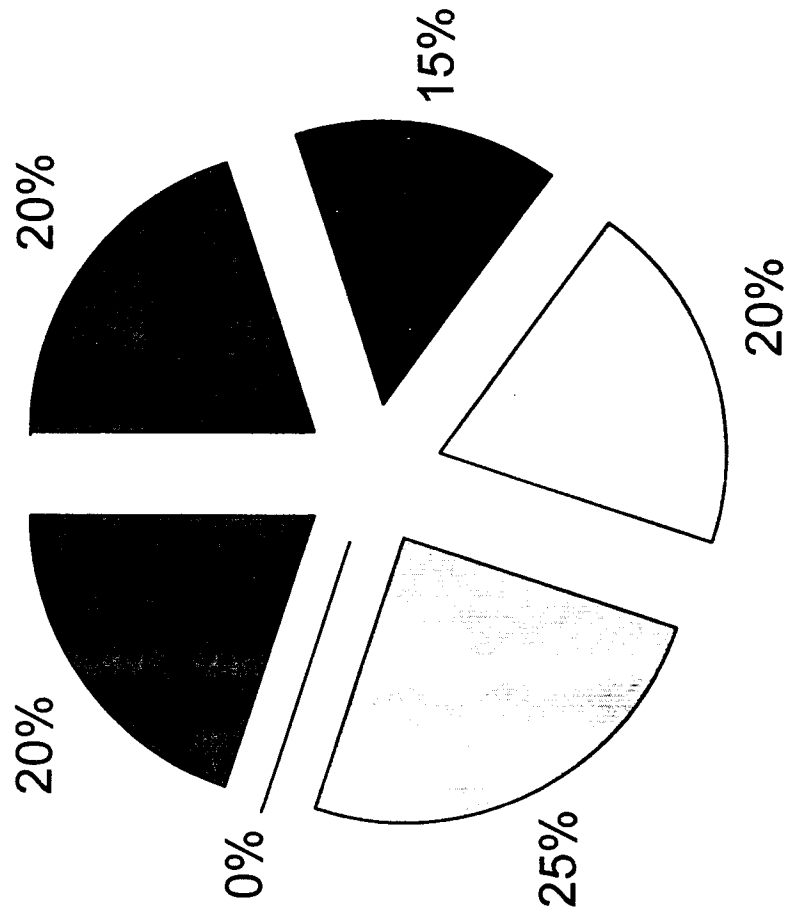
LAT9356 Dependable Care Washer



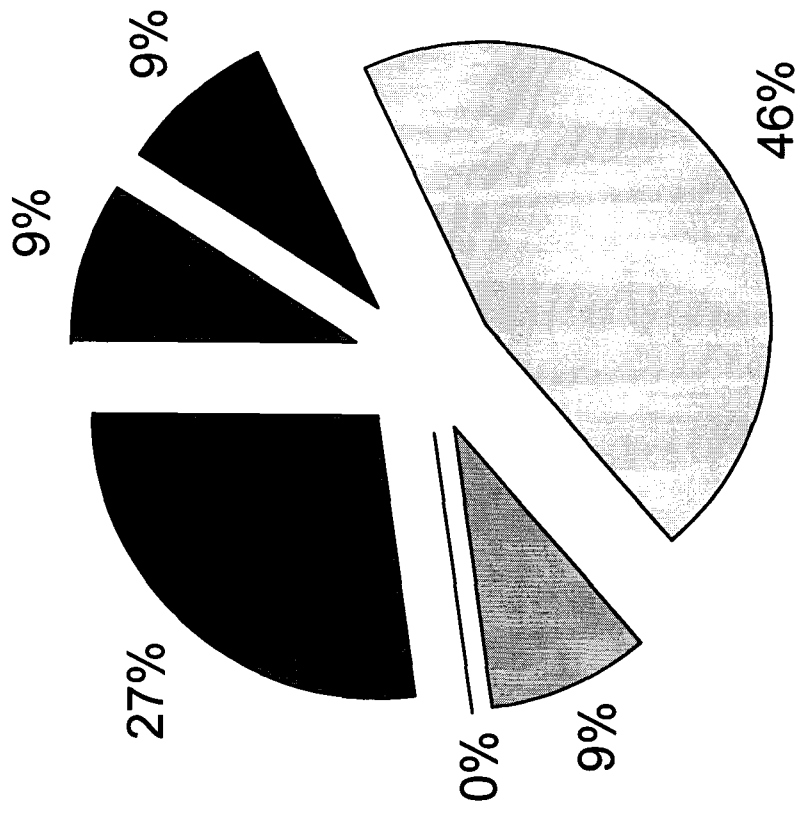
LAT9416 Dependable Care Washer



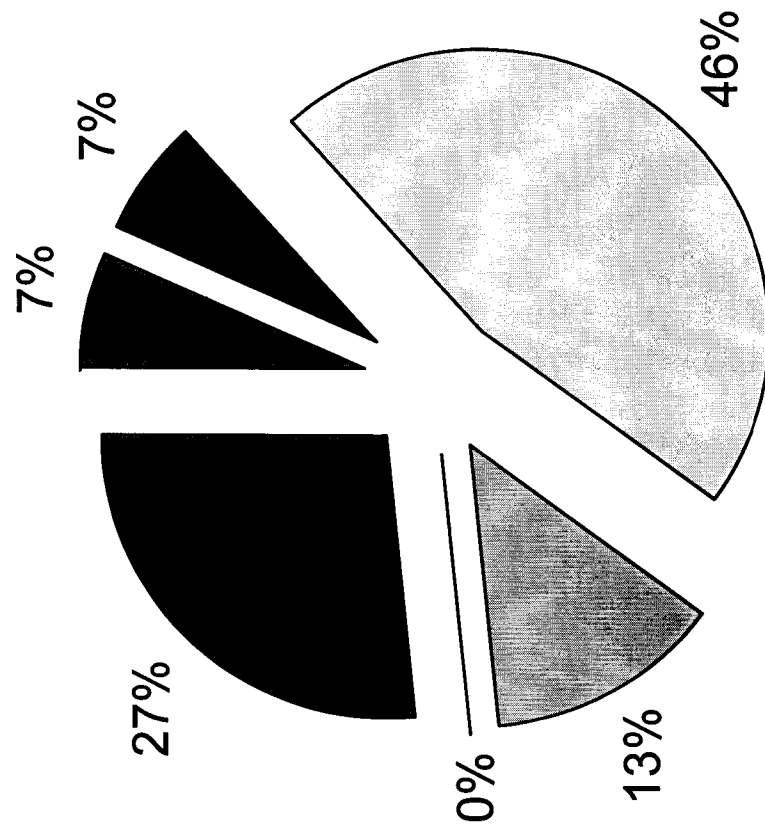
LAT9706 Dependable Care Washer



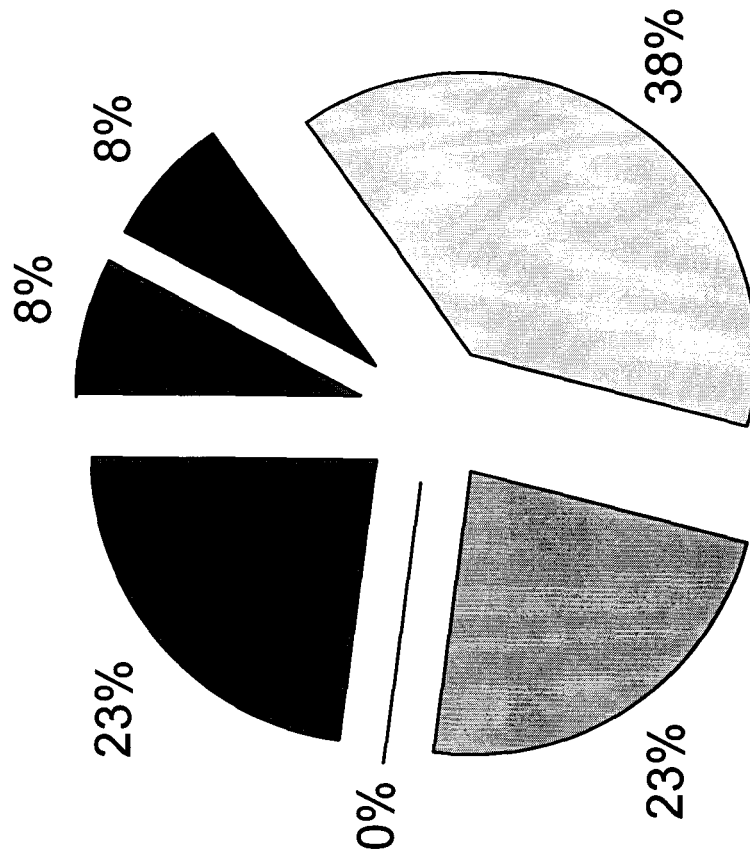
PAV2200 Performa Washer



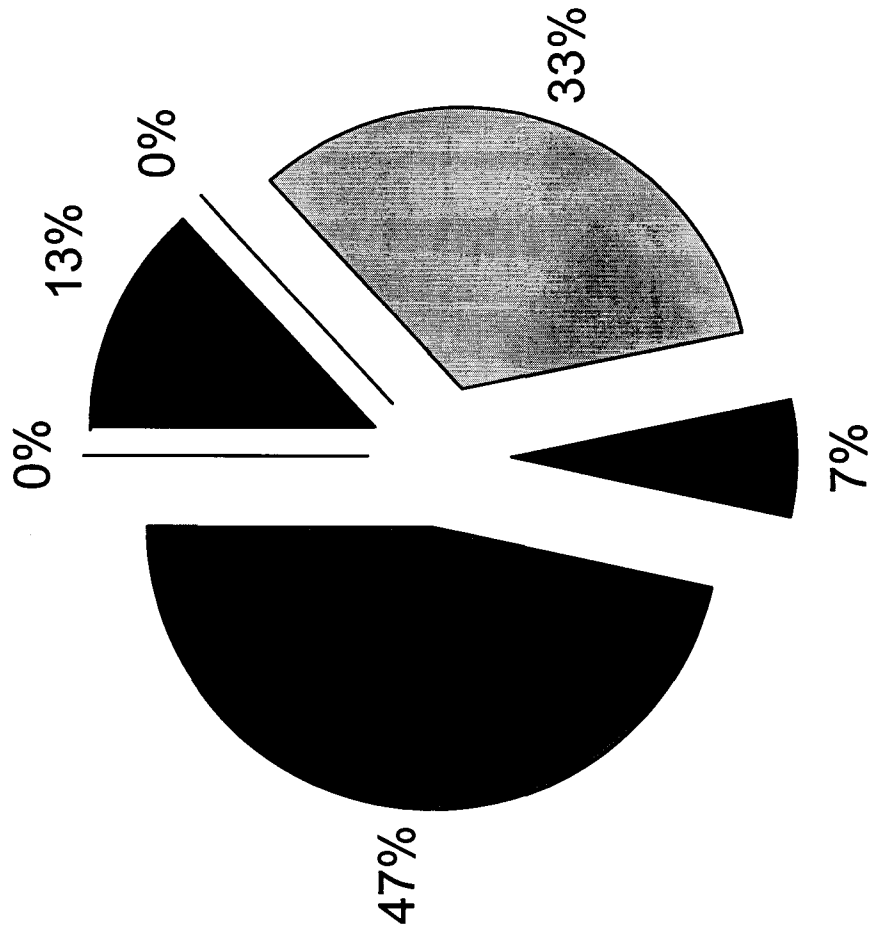
PAV3200 Performa Washer



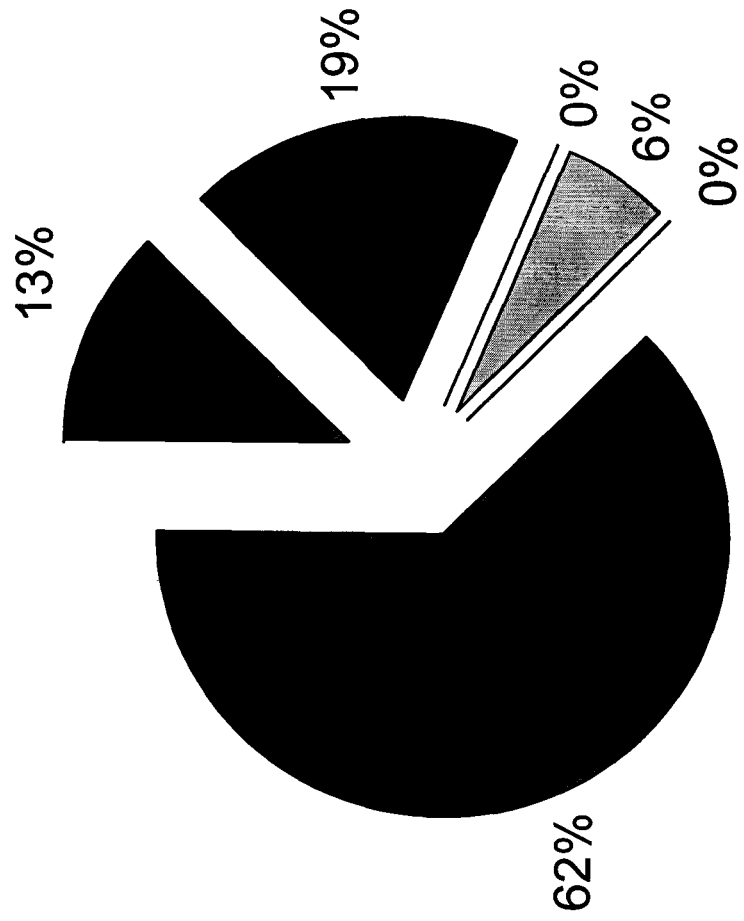
PAV4200 Performa Washer



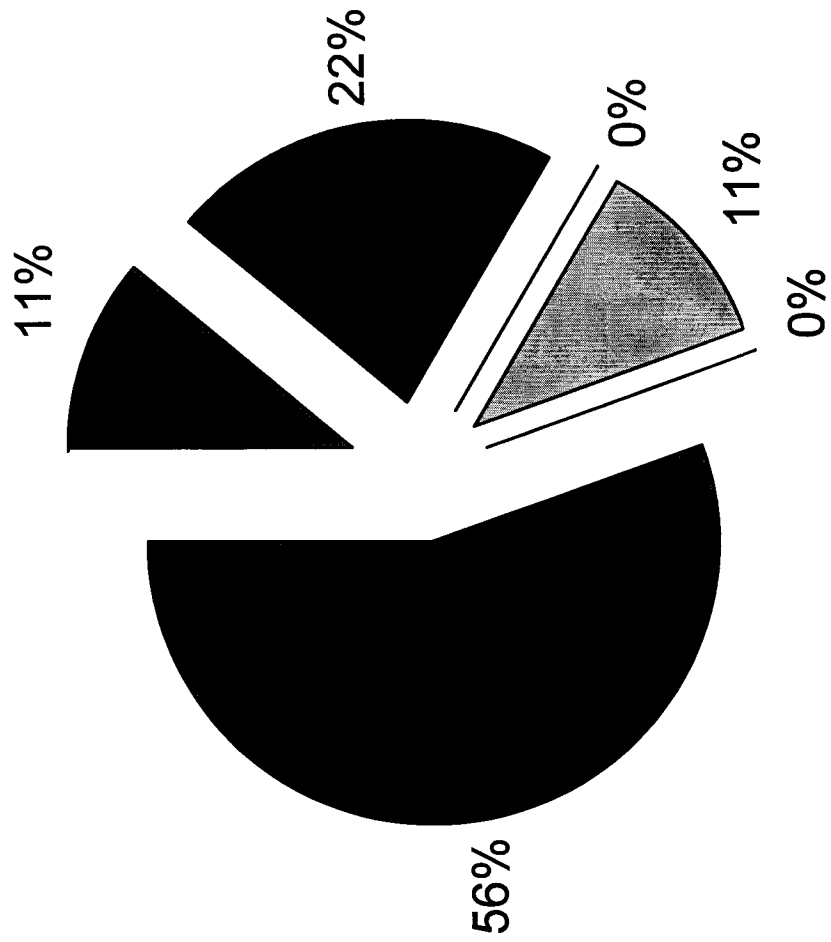
MDE/G4000 Neptune Dryer



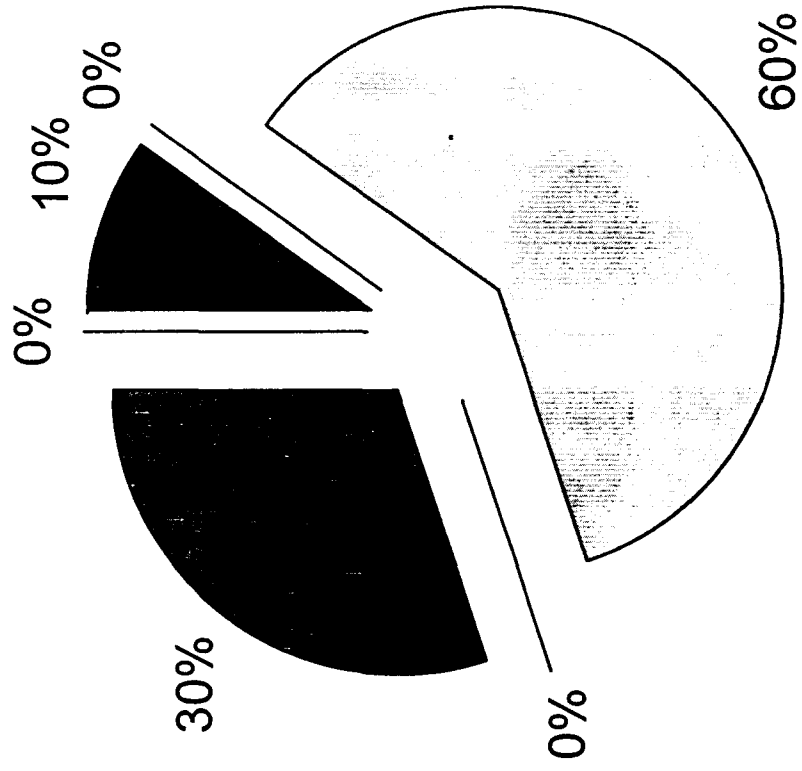
MD6000 Atlantis Dryer



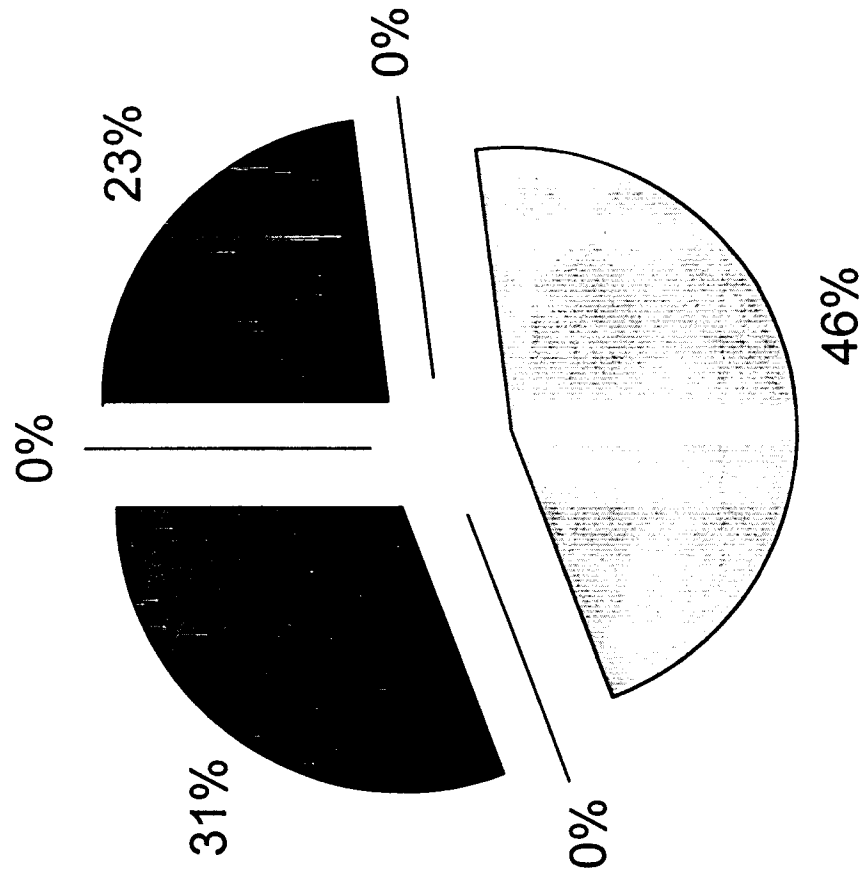
MD8000 Atlantis Dryer



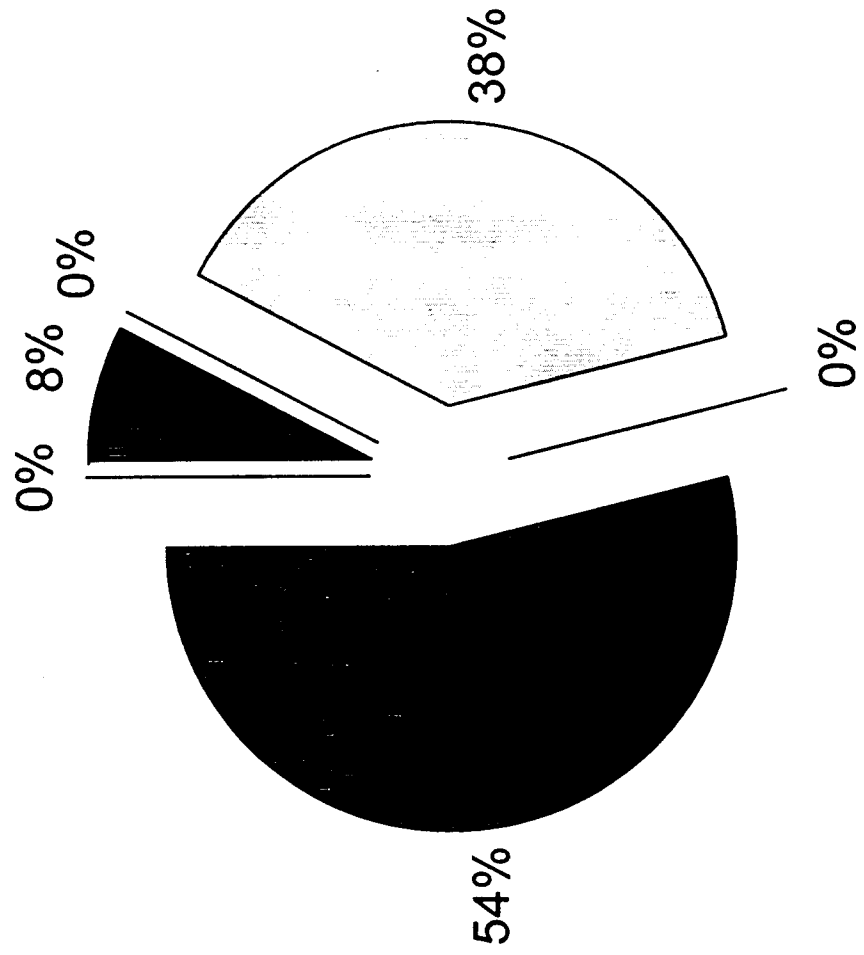
MD9206 Dependable Care Dryer



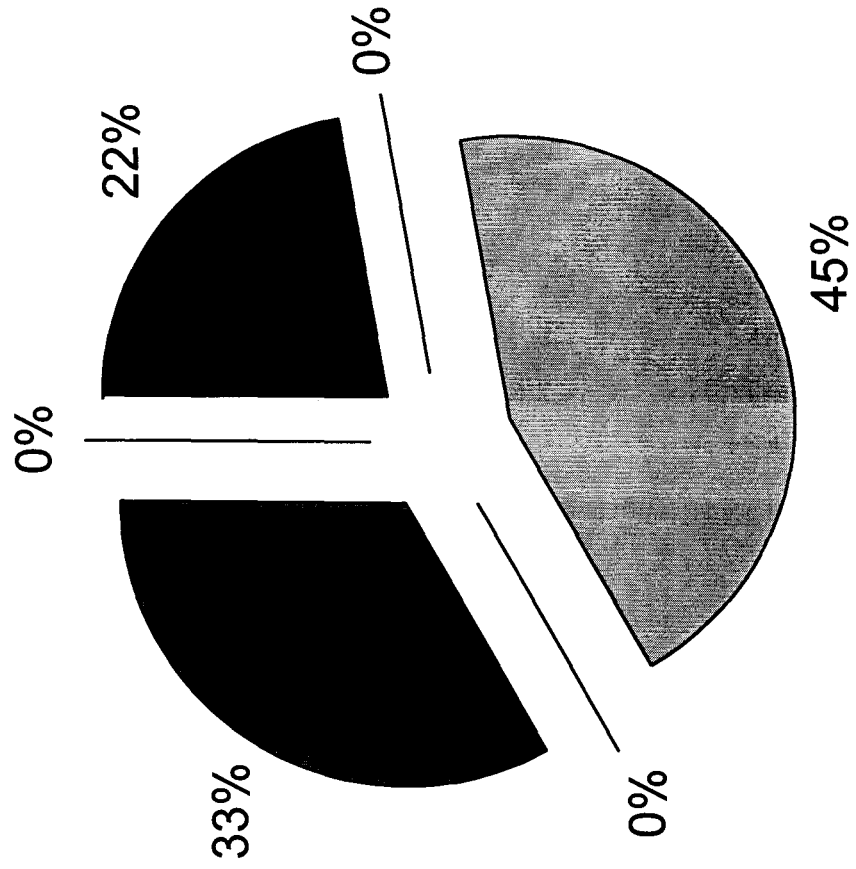
MD9316 Dependable Care Dryer



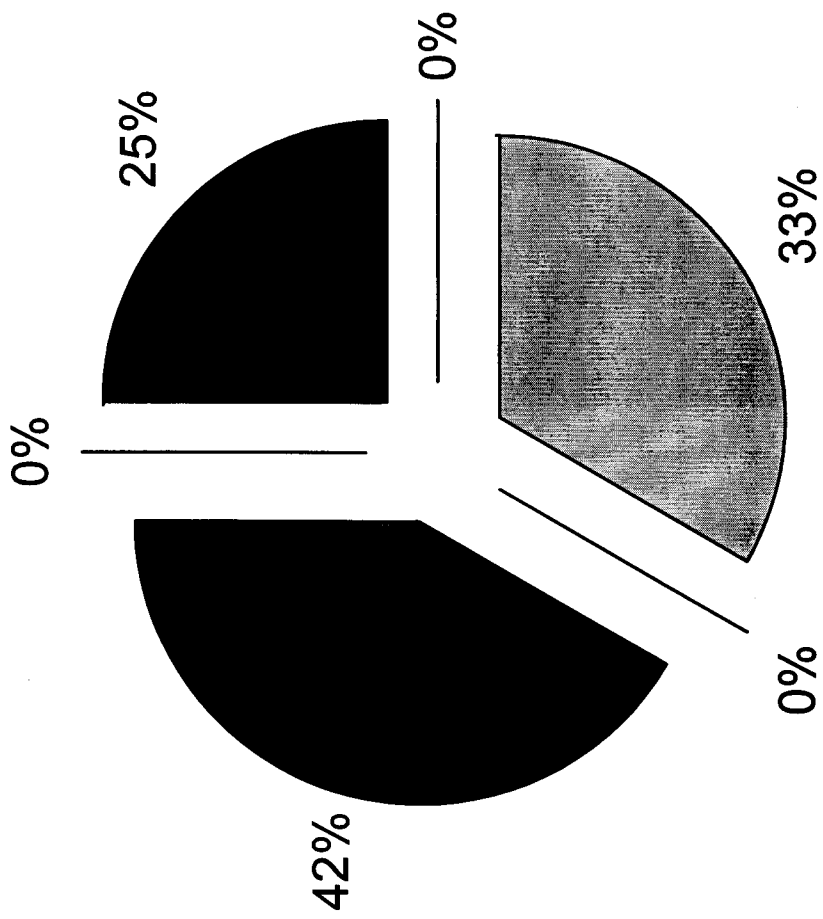
MD9606 Dependable Care Dryer



PYE2200 Performa Dryer



PYE3200 Performa Dryer



Appendix C:
Circuit City Quiz

Circuit City Quiz
November 6, 1999
Maytag Laundry Products Sales Training

Salesperson : _____

1. What are the five Maytag Laundry benefit categories you can use to classify customers?

2. Give an example of how you could determine your customer's needs.

3. The following situation may have occurred in your store: A customer approaches you and says she needs to be able to wash large loads of laundry at once to make laundry day more efficient.

Given what we have reviewed today, in which benefit category would you classify this customer?

Which washer features could you point out to her that fall into this benefit category?

4. True or false? A benefit is not a benefit unless it meets a customer's need. (Circle one.)
5. Why might a customer buy Maytag laundry products from you rather than someone else?
- a. They are confident in your knowledge of Maytag products
 - b. They like you
 - c. You have recognized their needs and can provide Maytag products that meet those needs
 - d. All of these
6. You have learned to classify your customers into benefit categories based on the features outlined in the Maytag Laundry brochure. Are there product features that you can point out to customers that are not listed in the promotional brochure but are in the Sales Guide? _____
If yes, what might some of these be? _____
7. According to your chart of benefits according to model numbers, what is the top benefit for most Maytag washers? _____ For dryers? _____

How can you use this chart in helping your customers find products that meet their needs?

Circuit City Quiz
November 6, 1999
Maytag Laundry Products Sales Training

Salesperson: Bill A. Welder

1. What are the five Maytag Laundry benefit categories you can use to classify customers?
ease of use, better cleaning, saves time, saves money, better clothes care

2. Give an example of how you could determine your customer's needs.
qualify with questions

3. The following situation may have occurred in your store: A customer approaches you and says she needs to be able to wash large loads of laundry at once to make laundry day more efficient.

Given what we have reviewed today, in which benefit category would you classify this customer?

ease of use

Which washer features could you point out to her that fall into this benefit category?

extra large capacity tub

4. True or false? A benefit is not a benefit unless it meets a customer's need. (Circle one.)

5. Why might a customer buy Maytag laundry products from you rather than someone else?

a. They are confident in your knowledge of Maytag products

b. They like you

c. You have recognized their needs and can provide Maytag products that meet those needs

d. All of these

6. You have learned to classify your customers into benefit categories based on the features outlined in the Maytag Laundry brochure. Are there product features that you can point out to customers that are not listed in the promotional brochure but are in the Sales Guide? yes

If yes, what might some of these be? polymer tube, high blower

7. According to your chart of benefits according to model numbers, what is the top benefit for most Maytag washers? ease of use For dryers? ease of use

How can you use this chart in helping your customers find products that meet their needs?

qualify by questioning and find what's important to the customer

Circuit City Quiz
November 6, 1999
Maytag Laundry Products Sales Training

Salesperson: Rebekah

1. What are the five Maytag Laundry benefit categories you can use to classify customers?

Ease of Use Better Clean Investment
Saves Money Better Clothes Care

2. Give an example of how you could determine your customer's needs.

How ~~many~~ loads do you do

3. The following situation may have occurred in your store: A customer approaches you and says she needs to be able to wash large loads of laundry at once to make laundry day more efficient.

Given what we have reviewed today, in which benefit category would you classify this customer?

Investment

Which washer features could you point out to her that fall into this benefit category?

Large Capacity

4. True or false? A benefit is not a benefit unless it meets a customer's need. (Circle one.)

5. Why might a customer buy Maytag laundry products from you rather than someone else?

- a. They are confident in your knowledge of Maytag products
b. They like you
c. You have recognized their needs and can provide Maytag products that meet those needs
 d. All of these

6. You have learned to classify your customers into benefit categories based on the features outlined in the Maytag Laundry brochure. Are there product features that you can point out to customers that are not listed in the promotional brochure but are in the Sales Guide? yes

If yes, what might some of these be? polymer

7. According to your chart of benefits according to model numbers, what is the top benefit for most Maytag washers? ease use, better clean For dryers? ease use

How can you use this chart in helping your customers find products that meet their needs?

Qualify, match needs to benefits,
+ there is your maytag
products!

Circuit City Quiz
November 6, 1999
Maytag Laundry Products Sales Training

Salesperson: Van

1. What are the five Maytag Laundry benefit categories you can use to classify customers?

Cost Size Clothes Care
Cleaning Noise

2. Give an example of how you could determine your customer's needs.

Questions

3. The following situation may have occurred in your store: A customer approaches you and says she needs to be able to wash large loads of laundry at once to make laundry day more efficient.

Given what we have reviewed today, in which benefit category would you classify this customer?

Large Loads

Which washer features could you point out to her that fall into this benefit category?

Wapleins

4. True or false? A benefit is not a benefit unless it meets a customer's need. (Circle one.)

5. Why might a customer buy Maytag laundry products from you rather than someone else?

- a. They are confident in your knowledge of Maytag products
b. They like you
c. You have recognized their needs and can provide Maytag products that meet those needs
 d. All of these

6. You have learned to classify your customers into benefit categories based on the features outlined in the Maytag Laundry brochure. Are there product features that you can point out to customers that are not listed in the promotional brochure but are in the Sales Guide? Yes

If yes, what might some of these be? Warranty

7. According to your chart of benefits according to model numbers, what is the top benefit for most Maytag washers? Ease of Use For dryers? Better Cleaning

How can you use this chart in helping your customers find products that meet their needs?

Features

→ List Benefits

Circuit City Quiz
November 6, 1999
Maytag Laundry Products Sales Training

Salesperson: TrautS

1. What are the five Maytag Laundry benefit categories you can use to classify customers?

Ease of use Save Time Better Cleaning
Save money Better clothes Care

2. Give an example of how you could determine your customer's needs.

How many people will use it

3. The following situation may have occurred in your store: A customer approaches you and says she needs to be able to wash large loads of laundry at once to make laundry day more efficient.

Given what we have reviewed today, in which benefit category would you classify this customer?

Save time

Which washer features could you point out to her that fall into this benefit category?

large tub,

4. True or false? A benefit is not a benefit unless it meets a customer's need. (Circle one.)

5. Why might a customer buy Maytag laundry products from you rather than someone else?

- a. They are confident in your knowledge of Maytag products
b. They like you
c. You have recognized their needs and can provide Maytag products that meet those needs
d. All of these

6. You have learned to classify your customers into benefit categories based on the features outlined in the Maytag Laundry brochure. Are there product features that you can point out to customers that are not listed in the promotional brochure but are in the Sales Guide? No

If yes, what might some of these be? _____

7. According to your chart of benefits according to model numbers, what is the top benefit for most Maytag washers? Better Cleaning For dryers? Fair price

How can you use this chart in helping your customers find products that meet their needs?

quality.

Circuit City Quiz
November 6, 1999
Maytag Laundry Products Sales Training

Salesperson : AR

1. What are the five Maytag Laundry benefit categories you can use to classify customers?

Ease of use Better cleaning Better care
Saves \$ Saves time

2. Give an example of how you could determine your customer's needs.

Ask Q's & Listen!

3. The following situation may have occurred in your store: A customer approaches you and says she needs to be able to wash large loads of laundry at once to make laundry day more efficient.

Given what we have reviewed today, in which benefit category would you classify this customer?

Saves time
Which washer features could you point out to her that fall into this benefit category?

Size, extraction

4. True or false? A benefit is not a benefit unless it meets a customer's need. (Circle one.)

5. Why might a customer buy Maytag laundry products from you rather than someone else?

- a. They are confident in your knowledge of Maytag products
b. They like you
c. You have recognized their needs and can provide Maytag products that meet those needs
d. All of these

6. You have learned to classify your customers into benefit categories based on the features outlined in the Maytag Laundry brochure. Are there product features that you can point out to customers that are not listed in the promotional brochure but are in the Sales Guide?

If yes, what might some of these be? Yes
Suds sensor or Neptune

7. According to your chart of benefits according to model numbers, what is the top benefit for most Maytag washers? Ease of use For dryers? Ease of use

How can you use this chart in helping your customers find products that meet their needs?

Find their #1 need by qualifying, then go to the proper model, then incorporate their #2 need etc.

Appendix D:
Sales Training Critique by Danny Thomas

Critique of Angela Caruso

By Maytag Field Operations Training Specialist Danny Thomas

Circuit City Training, November 6, 1999

Angela gave a presentation to sales employees at Circuit City, Knoxville Tennessee, with the goal of making classifying customers and matching them with a product that meets their needs easier on the salesperson. She conducted her training in a very professional manner and her hypothesis that it would help increase sales should be realized.

The training session was well planned, with proper sales training information available to the participants. Angela supported her training material with instructions on how to ask questions to uncover customer needs. She demonstrated ways to support customer needs with product benefits. There were role-playing exercises on how to handle customer indifference and objections, and how to close the sale. It was apparent that Angela knew her audience, and their levels of competence with the product, and geared her training to match their needs.

There are three basic criteria that should be evaluated before each training session. They are, what do you want your audience to know, how do you want them to feel, and what do you want them to do about the training subject. Angela did an excellent job leading the participants through the training session to fulfill her objective in each criteria.