

SALESTODAY

Sears Home Appliance and Mattress Training

NOVEMBER/DECEMBER | 2018

New Kenmore Ranges

Same Trusted Performance, Sleek New Style



Selling the Sears MPA with Ranges

A Sears Master Protection Agreement (MPA) is a great idea for every new appliance. With it, the new appliance is protected with unlimited service including parts and labor, a full replacement guarantee, the Sears Service Promise and much more. During the Discover phase of MFE, you can plant the seed for the MPA so the member already has it in mind.



Why Protect The Range?

There are many reasons why members should protect their new range.

1. During the annual preventative maintenance check, trained professionals will ensure the cooking temperature is calibrated correctly. This helps to reduce preheat time and ensures even cooking so members can save time by using multiple racks simultaneously.
2. A computerized control panel can fall victim to a power surge. An MPA provides full protection against power surge damage.
3. If a replacement is required, Sears provides the delivery and setup. Members get to select the new item and the remaining MPA coverage transfers over.
4. Members also get a 25% reimbursement on non-covered parts, so the MPA provides more than just repairs.
5. Lastly, tell members about our service promise. If we fail to repair their unit on our first in-home attempt, and the unit is unable to be used, we'll provide them with a one-time allowance up to \$50 or rental reimbursement.

discover

Discover questions are the key to planting the MPA seed.

What happened to your old appliance?

This tells you if the member is replacing a broken unit or upgrading. If they're replacing a broken unit, ask them how long they had the appliance and what happened to it. Show empathy towards the member's situation and explain that Sears provides a protection solution, giving them coverage if the product isn't working or is too expensive to repair.

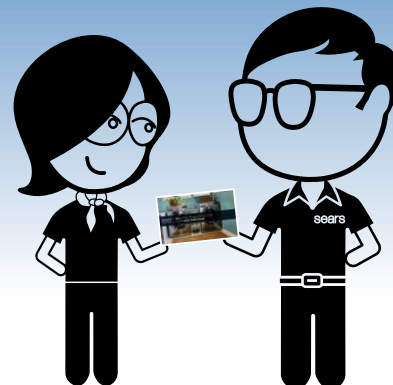
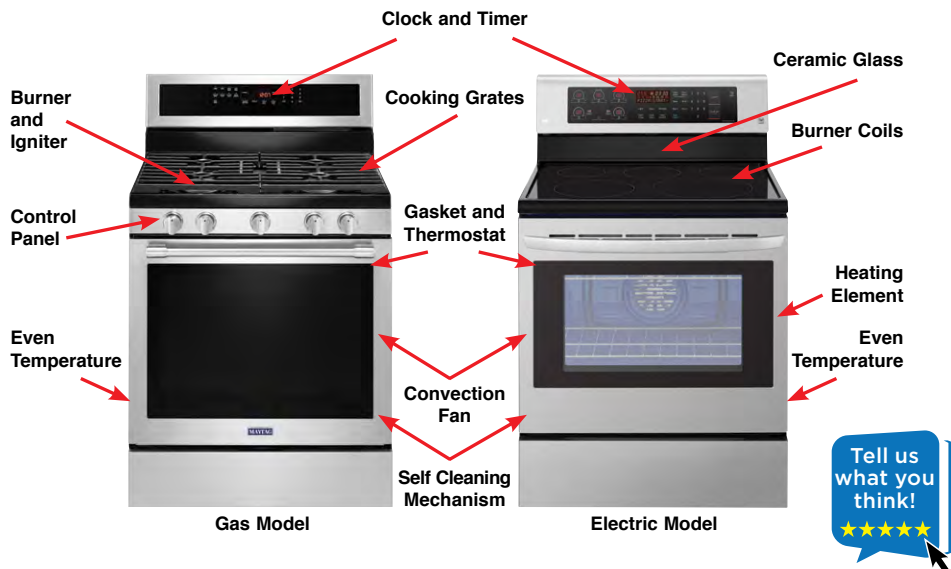
Where did you purchase your old appliance?

If the member purchased their last appliance from Sears, they could be entitled to a full replacement at no expense. If they didn't, say, "I'll make sure to go over the benefits of our Master Protection Agreement with you so next time you'll have coverage and won't have to worry about an out-of-pocket expense."

Protection Against Normal Wear and Tear

Tell our members, "Our Master Protection Agreement covers normal wear and tear. For example..." then you can point out the 14 features that are covered by our MPA!

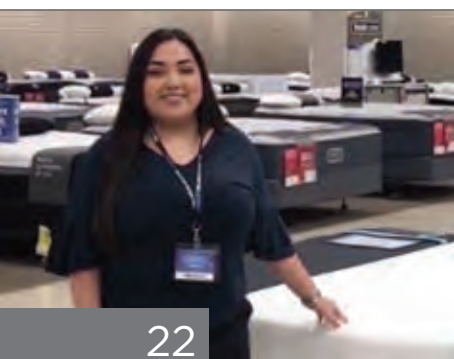
14 FEATURES COVERED BY PROTECTION AGREEMENT



On the Cover

4 Kenmore Freestanding Range Lineup

The new lineup of Kenmore® and Kenmore Elite® ranges gives our members all of the features and the spacious capacity they expect, but now with the added bonus of sleek new finishes and a modern, sophisticated style.



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We want your feedback!

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Look inside for the **Kenmore Exclusive** logo that indicates which features and items are exclusive to Kenmore!



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NEW

Kenmore Freestanding Range Lineup



The new lineup of Kenmore® and Kenmore Elite® gas and electric freestanding ranges offers all of the features and spacious oven capacity that our members have come to expect and demand. Even better, they now come with a choice of sleek new finishes and a modern, sophisticated style that enhances the look of any kitchen!

Common Features and Benefits

Center Oval Burner: The 10,000-BTU oval-shaped center burner gives members 400% more burner surface area than a standard round center burner! An oval burner is perfect for evenly heating large cookware like griddles and long pans.



NEW Larger Oven Windows: The extra-large oven windows make it easy for members to see what's cooking without opening the oven door.

Active Finish: For the first time, select Kenmore cooking appliances are available in Active Finish, which resists fingerprints and smudges and easily wipes clean with just a damp cloth. (Available on items #92635 and #74455.)

NEW Grates, Consoles and Knobs: The new self-clean gas models feature edge-to-edge grates that look nice and make it easy to move a pan from one burner to another. All new Kenmore ranges come with stylish, updated consoles and new ergonomic knobs that are easy to use and feel just right.

Black Stainless Steel Finish: Also for the first time, the hottest finish in home appliances is now offered on select single-oven ranges! This sleek finish is available on Kenmore Elite #92657 and #74467 ranges and Kenmore #92637, #92647, #74457 and #74467 ranges.



Product Specifications: Electric Ranges

+ = Step-up Feature

Brand	Kenmore	Kenmore	Kenmore	Kenmore	Kenmore	Kenmore	Kenmore	Kenmore Elite
New Item #	#92552/3/9	#92562/3/9	#92573	#92612/3/9	#92622/3/9	#92632/3/5/7/9	#92642/3/7/9	#92652/3/7/9
Replaces Item #	#9300x	#9414x	#9415x	#9301x	#9417x	#9618x and #9419x	#9420x	#9505x
Feature Element(s)	8" 2,400-Watt	8" 2,400-Watt	8" 2,400-Watt	+ 9"/6" 3,000-Watt Expandable	9"/6" 3,000-Watt Expandable, + Warm Zone	+ 12"/9" 3,000-Watt and 9"/6" 3,000-Watt Expandable, Warm Zone	+ Turbo Boil, 12"/6" Expandable, Warm Zone	+ Turbo Boil Flex, 12"/9"/6" 3,000-Watt, Warm Zone
Capacity	4.9 Cu. Ft.	+ 5.3 Cu. Ft.	+ 5.4 Cu. Ft.	4.9 Cu. Ft.	5.3 Cu. Ft.	5.4 Cu. Ft.	+ 5.7 Cu. Ft.	+ 6.1 Cu. Ft.
Cleaning	Standard Clean	+ Self-Clean	Self-Clean + with Steam Clean Assist	Standard Clean	Self-Clean	Self-Clean with Steam Clean Assist	Self-Clean with Steam Clean Assist	Self-Clean with Steam Clean Assist
Racks	2 Standard	2 Standard	+ 1 Handle, 1 Step	2 Standard	2 Standard	+ 2 Handle	+ 2 Heavy Duty, 1 Step	2 Heavy Duty, + 1 Sump
Special Feature(s)	Porcelain Drip Bowls	Porcelain Drip Bowls	+ Fan Convection	—	—	Fan Convection	+ True Convection	+ Dual True Convection

NEW Coil Element: Includes a built-in heat sensor that monitors pan temperature to help prevent overheating.

Electric Turbo Boil® Element: Delivers up to 3,200 watts of heating power, bringing liquids to a boil fast.



Electric Turbo Boil Flex™ Element: This 3,200-watt element gives members the ability to warm, simmer and boil...all without moving the pot.

12"/9"/6" Triple Element: Adjusts the heat source to the size of the pan for the ultimate in cooking flexibility and efficient heating.

Gas Turbo Boil Burner: Delivers an impressive 18,200 BTUs of heating energy for ultra-fast performance.



Gas Turbo Boil Flex Burner: Dual-ring burner delivers a range from 750 BTUs up to 18,000 BTUs to provide rapid boiling and delicate simmering on one convenient burner.

Self-Cleaning Oven with Steam Clean Assist: Variable Self-Clean feature lets members choose the cleaning time from two to four hours. The Steam Clean Assist feature is excellent for light, everyday oven cleaning.

Fan Convection Oven: All convection ovens use a fan to circulate the oven's heat uniformly and continuously around the oven. The improved heat distribution allows for even, fast cooking and browning results, especially when cooking on two oven racks at the same time.



True Convection Oven: A step up from regular "fan" convection, True Convection utilizes the baking element, broiling element and a third heating element that surrounds the integrated fan in the back of the oven cavity. The fan circulates the heated air in the oven, resulting in faster cooking and preheating and even results on two or more racks.









Dual True Convection Oven: Two separate convection fans plus a third heating element deliver even baking and roasting, fast preheating and up to three racks of even baking.



Warmer Drawer: Keeps foods at just the right temperature for serving without over-cooking them.

Product Specifications: Gas Ranges

+ = Step-up Feature

						
Brand	Kenmore	Kenmore	Kenmore	Kenmore	Kenmore	Kenmore Elite
New Item #	No Change	#74412/3/9	#74422/3/9	#74432/3/9	#74452/3/5/7/9	#74462/3/7/9
Replaces Item #	#73032/3/9	#7323x	#7343x	#7403x	#7423x	#7433x and #7523x
Feature Burner(s)	9,000-BTU	+ 12,000-BTU	+ 10,000-BTU Oval, 16,200-BTU Power, Simmer	10,000-BTU Oval, 16,200-BTU Power, Simmer	+ Turbo Boil, 10,000-BTU Oval, Simmer	Turbo Boil, 10,000-BTU Oval, Simmer
Capacity	4.2 Cu. Ft.	4.2 Cu. Ft.	4.2 Cu. Ft.	+ 5.0 Cu. Ft.	5.0 Cu. Ft.	+ 5.6 Cu. Ft.
Cleaning	Standard Clean	Standard Clean	Standard Clean	+ Self-Clean	Self-Clean	Self-Clean
Racks	2 Standard	2 Standard	2 Standard	+ 2 Heavy Duty	2 Heavy Duty	+ 2 Heavy Duty, 1 Step
Special Feature(s)	—	—	+ Continuous Cast Iron Grates	+ Edge-to-Edge Cast Iron Grates	Edge-to-Edge Cast Iron Grates, + Fan Convection	Edge-to-Edge Cast Iron Grates, + Cast Metal Knobs, True Convection



NEW

Kenmore Four-Door Refrigerator



Recent trends in home refrigeration have moved toward offering “more” — more capacity, more storage, more everything. However, available space in America’s kitchens remains a pressing issue. It’s a fact: refrigerators taller than 70" will have a hard time fitting in most of our members’ kitchens.

The innovative Kenmore #70013 four-door refrigerator provides maximum storage versatility and convenience with a footprint that’s less than 33" wide and a height of 70". It’s just the right fit for most kitchens!

SegnoCode

CV7R5UQS



be prepared

Where is the ice maker?

This new model does not feature an ice maker.

What’s the overall capacity of this refrigerator, in cubic feet?

Many of our members will use cu. ft. measurements as a standard gauge of “storage” when comparing two or more models. Take the time to explain that this Kenmore model — at 17.5 cu. ft. total capacity — maximizes their functional storage capabilities with features like the four-door design, gallon door storage and adjustable bins, drawers and shelves.

discover

What is the size of the refrigerator you are replacing? And what are the dimensions of the space your refrigerator will occupy?

Many of our members will already know the size dimensions of the refrigerator space available in their kitchen. This new four-door refrigerator will fit in many tight spaces that may be difficult for 36"-wide models, or those more than 70" tall.

Product Specifications

#70013: Kenmore Four-Door Refrigerator

Four-Door Design: Brilliant design makes it easy to store and find a variety of fresh and frozen foods. It also looks great in virtually any kitchen!



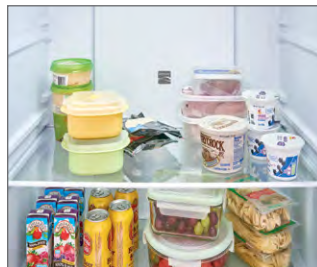
Dual Evaporator System: Independently cools and maintains a steady temperature in the fresh food area and the freezer. Humidity remains higher in the fresh food zone to help keep foods fresh, and lower in the freezer to reduce freezer burn.



Adjustable Pull-Out Freezer Bins and Drawers: Four pull-out bins and two drawers provide maximum freezer organization. The two-door freezer design makes it easy to locate items quickly.



Adjustable Glass Shelves: Two attractive glass shelves easily adjust to accommodate taller items as needed. They also make it easy for members to see what is stored in the refrigerator.



Gallon-Size Door Bins: Deep and roomy enough to easily handle large beverage containers.



Two Crisper Drawers: Plenty of storage space for fresh fruits and vegetables.



LED Interior Lighting: Bright light throughout the refrigerator provides excellent visibility inside.



Easy-Access Front Control Panel: Allows quick and easy access to temperature settings, modes and controls without having to open the door.

- **Refrigerator Temp:** Decreases the temperature in the fresh food compartment by 1 degree each time it is pressed. Temperature ranges from 44° F down to 34° F.
- **Freezer Temp:** Decreases the freezer temperature 1 degree each time it is pressed. Temperature ranges from 7° F to -7° F.
- **Modes:** Cycles between modes of operation, from Quick Chill (fresh food compartment) to Quick Freeze (freezer) to Vacation Mode (defaults to 37° F until mode is disengaged).
- **Lock:** Members can press and hold for three seconds to lock out the controls, keeping the settings safe from curious little hands!



sales tip

Take a moment to point out the easy-access front-mounted control panel on the exterior right-hand fresh food door. Encourage members to feel the smooth touch controls for themselves.

NEW

GE Plastic Tub Dishwashers

#19633/6/8 (GDP615HSMSS/BMTS/FMDS),

#19662/3/6/7/8/9 (GDT605PGMWW/SMSS/BMTS/MMES/FMDS/GMBB),

#19742/3/7/8/9 (GDF630PGMWW/SMSS/MMES/FMDS/GMBB),

#19482/3/4/7/9 (GDF530PGMWW/SMSS/GMCC/MMES/GMBB),

#19382/3/9 (GDF510PGMWW/SMSS/GMBB)



GE Appliances is excited to announce its new line of plastic tub dishwashers! These plastic tub dishwashers are much better than the versions of the past — they bring more value and affordability to our members without skimping on features. This new launch includes targeted wash and dry performance, loading flexibility, increased convenience and premium finish options.

Common Features and Benefits*



Dry Boost™: This exclusive new option gets hard-to-dry items up to three times drier than GE's standard dry cycles, so dishes are "cabinet ready" for members.



Bottle Wash Jets: Four dedicated jets are integrated into the upper rack to spray water deep inside tall, hard-to-reach areas for the ultimate clean.

Dedicated Silverware Jets: Focus on the silverware basket to provide members with table-ready utensils.



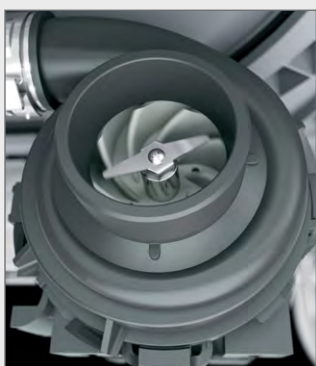
Third Rack Optional: Another first in the industry, these dishwashers are the first to offer an optional third rack in plastic tub models — the only third rack in its class. With the third rack, GE is giving our members a more affordable option for more loading flexibility. They can easily clean an entire flatware collection, knives and small utensils in the additional rack. A third rack accessory (GPF3RACK, sold separately) is needed if members want the third rack on the optional models. A third rack is included on item #1974X.



Steam Prewash: Loosens tough soils before any cycle, virtually eliminating the need for soaking or pre-rinsing dishes.



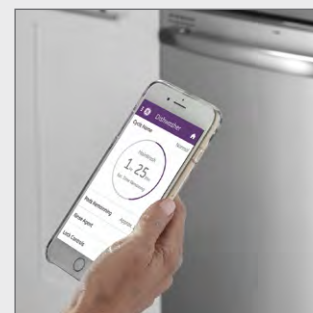
One-Hour Wash: Members can enjoy a quality clean when they're short on time.



Piranha™ Hard Food Disposer: To ensure consistently clean items, this stainless steel blade rotates at 3,600 RPM to pulverize food particles and helps to prevent large particles from clogging the wash arms.



Adjustable Upper Rack: With a quick adjustment, members can fit tall items and plates up to 10½" in the upper rack.



WiFi Connect Optional: This launch features the first plastic tub dishwashers with a WiFi Connect option. The technology is either embedded or can be added with the ConnectPlus module (PBX10W00Y0). Cycle status and alerts can be accessed through the GE Kitchen app on a smartphone or through voice commands with Amazon Alexa or Google Home Assistant.



Wash Zones: Members can wash a true half-load in either the upper or lower rack without sacrificing the cycles and options available on a full wash.

*Not all items have all features. See the chart on the next page for details.



#1938X

#1948X

#1974X

#1966X

#1963X

+ = Step-up Feature

	Front-Control Dishwasher	Front-Control Dishwasher	Front-Control Dishwasher	Hidden-Control Dishwasher	Hidden-Control Hybrid Stainless Steel Interior Dishwasher
Color	White, Stainless, Black	White, Stainless, Bisque, Slate, Black	White, Stainless, Slate, Black Slate, Black	White, Stainless, Black Stainless, Slate, Black Slate, Black	Stainless, Black Stainless, Black Slate
Dry Boost	•	•	•	•	•
Bottle Wash Jets	—	—	+ 4	4	4
WiFi Connect Optional	•	•	•	•	•
Third Rack	—	+ Optional	+ Included	Optional	Optional
Wash Zones	—	—	•	•	•
Three-Level Wash System	—	+ •	•	•	•
Steam Prewash	—	+ •	•	•	•
Dedicated Silverware Jets	•	•	•	•	•
Piranha Hard Food Disposer	•	•	•	•	•
Adjustable Upper Rack	—	•	•	•	•
One-Hour Wash	•	•	•	•	•
Sound Level	59 dBA	+ 54 dBA	+ 50 dBA	50 dBA	50 dBA



sales tip

When compared to a dishwasher with a stainless steel tub, it's typically more difficult to get good drying results from a plastic tub. And the addition of more plastic, such as plastic dishes or even a plastic third rack, decreases drying performance even more. That's why Dry Boost is critical — it really helps improve drying results. Members should also use a rinse agent for best results.



Frigidaire Dishwasher Lineup

FRIGIDAIRE

#12852/3/9 (FBD2400KW/S/B),
 #15652/3/9 (FFCD2418UW/S/B),
 #15323/7 (FFID2426TS/D),
 #15032/3/7/9 (FGID2466QB/F/D/W),
 #15133/7 (FGID2479SF/D)

Frigidaire and Frigidaire Gallery dishwashers are designed and built to deliver superior cleaning and drying performance, ensuring that our members' dishes are clean and dry the first time. No do-overs needed!

Item shown: #15133 with third rack

FRIGIDAIRE DISHWASHERS DELIVER WHAT OUR MEMBERS WANT

One Wash: In a survey done by Frigidaire, research shows that members are looking for a more powerful clean that ensures no stuck-on food. More than 80% regularly pre-rinse their dishes before they run the dishwasher.

One Dry: 80% also say that a heated dry is very important. They don't want to towel-dry dishes and glassware after the cycle is done.

One Time: Time is crucial to our members and their families. Frigidaire dishwashers clean and dry the first time!



Common Features and Benefits

Adjustable Upper Rack:

Quickly and easily adjusts to accommodate tall or oddly shaped items, making the loading and organization of dishes easier (available on items #15033/7 and #15133/7).



NSF® Certified Sanitize: Eliminates 99.9% of common household bacteria for added peace of mind (not available on item #1285x).



Stay-Put Door: The door stays put at whatever angle the member opens it, which makes it easy to load and unload (not available on item #1285x).



Product Specifications

NEW #15133/7: Dishwasher with Stainless Steel Tub

Stainless Steel Wash Tub: Provides maximum durability and heat retention to aid in the drying cycle.



SpacePro® Organization with Third Rack: The ultimate in loading flexibility! The third rack offers quick, easy access and fits small cooking utensils, while the second rack adjusts to help fit tall pots and pans.

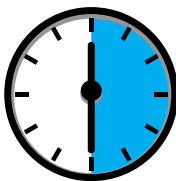


OrbitClean™ Wash System: This Frigidaire exclusive provides four times better water coverage¹ to wash away stubborn, baked-on foods in one cycle (also available on item #1503x).



EvenDry™ System: A fan-assisted drying system that ensures remarkably dry dishes, every time.

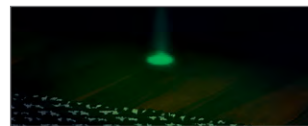
PowerPlus® 30-Minute Wash: Delivers a powerful clean, fast. Gets a full load of dishes clean in just a fraction of the time of a regular wash cycle.



1–24 Hour Delay Start: Our members can set the dishwasher in advance to run at any time during the day, whenever it best suits their schedule! (Also available on item #1503x.)



Cycle Complete Floor Beam: The dishwasher casts a beam of light onto the floor, signaling when dishes are clean, dry and ready to be put away.

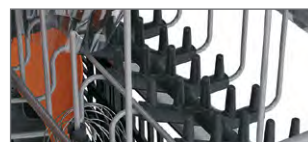


49 dB SilentDesign™: Frigidaire Gallery's premium sound insulation package provides whisper-quiet operation.

Smudge-Proof Stainless Steel Exterior: This coating reduces fingerprints and smudges so it's easy to keep the dishwasher clean (also available on item #1503x).



Delicate-Care™ Soft Grips: Unique design safely secures fragile dishes in the dishwasher with a soft rubber grip. Members no longer need to hand-wash those delicate dishes and glasses!



#15032/3/7/9: Dishwasher with SaharaDry™

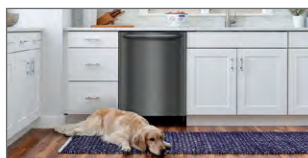
SaharaDry™ System: No need to towel-dry dishes before putting them away! A convective fan removes moist air, getting most dishes dry the first time.



Cup Shelves with Stemware Grips: The stemware holder is used to securely hold wine glasses and champagne flutes in place for the best wash.



Silent Design Sound Package: Provides a quiet 52 dB sound level for a more peaceful kitchen environment.



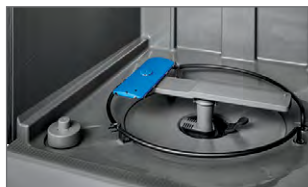
34-Minute Quick Clean: Cleans a lightly soiled load in only 34 minutes, saving precious time.

Nylon TuffRacks™: Durable nylon coating on the rack stays tough, wash after wash.



#1523/7: Dishwasher with BladeSpray™ Wash Spray Arm

BladeSpray Wash Spray Arm: Four times better water coverage¹ for an excellent clean.



Fully Integrated Controls: The control panel stays hidden, so there's nothing to interrupt the clean lines of the exterior design.

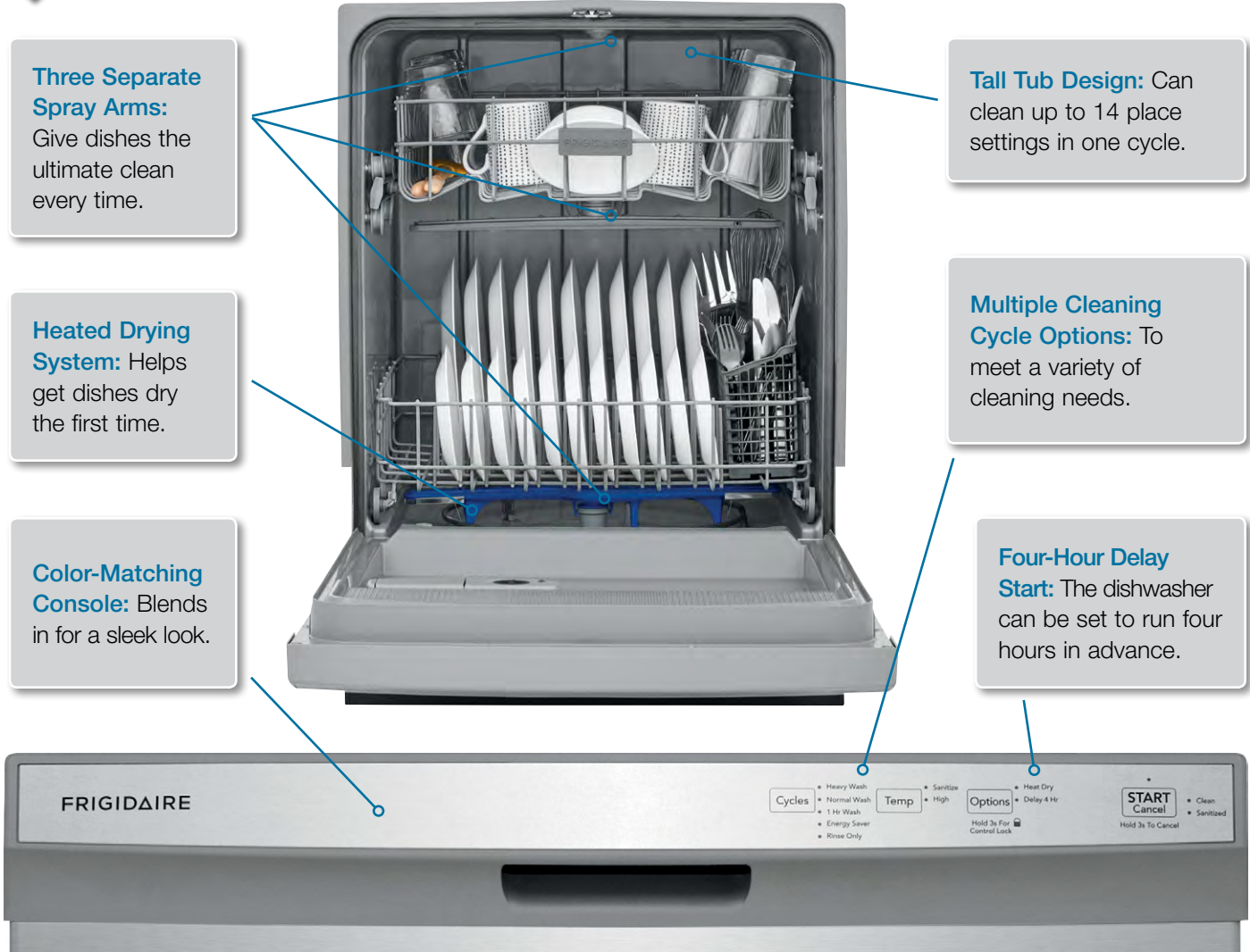


¹ Compared to a traditional lower spray arm.

Continued on the next page.

Product Specifications Continued

NEW #15652/3/9: Dishwasher with Three Wash Arms



Three Separate Spray Arms:

Give dishes the ultimate clean every time.

Tall Tub Design: Can clean up to 14 place settings in one cycle.

Heated Drying System:

Helps get dishes dry the first time.

Multiple Cleaning Cycle Options: To meet a variety of cleaning needs.

Color-Matching Console:

Blends in for a sleek look.

Four-Hour Delay Start: The dishwasher can be set to run four hours in advance.

sales tip

Take a few moments to show and explain OrbitClean and BladeSpray technologies, and how they differ from traditional dishwasher spray arms.

OrbitClean and BladeSpray deliver four times better coverage¹ for a thorough clean!

Traditional spray arms distribute water in a simple circular pattern.

discover

How often do you have to towel-dry your dishes and glassware after you run your dishwasher?

Frigidaire and Frigidaire Gallery dishwashers with SaharaDry and EvenDry systems get dishes dry the first time, so you can put them away in the cabinet straight from the dishwasher. No more towel-drying!

How often do you have a hard time finding a place for everything when loading the dishwasher?

Item #15133/7 includes the SpacePro organization system with a convenient third rack — it's the perfect place for small cooking utensils!

2018 Frigidaire and Frigidaire Gallery Dishwasher Lineup



Sears Item No.

#12852/3/9

NEW











#15652/3/9

#15323/7

#15032/3/7/9

NEW

#15133/7

	FRIGIDAIRE	FRIGIDAIRE	FRIGIDAIRE	FRIGIDAIRE GALLERY	FRIGIDAIRE GALLERY
dB Sound Level	62	55	54	52	49
Sound Package	UltraQuiet™	UltraQuiet III	UltraQuiet IV	SilentDesign	SilentDesign
Control Design	Mechanical Dial Console	Color Match Slim Console	Fully Integrated	Fully Integrated Express-Select®	Fully Integrated Express-Select
Stay-Put Door Hinge	—	Yes	Yes	Yes	Yes
Tub Material	Plastic/White	Plastic/Graystone	Plastic/Graystone	Plastic/Graystone	Stainless Steel
Wash Levels/Speed	2/1	5/5	5/1	5/3	5/5
Wash Cycles	2	5	4	8	8
Fast Wash	—	—	—	34-Minute	30-Minute
Control Lock	—	Yes	Yes	Yes	Yes
Delay Start Option	—	4 Hours	2-4-6 Hour	1-24 Hour	1-24 Hour
NSF Certified Sanitize Rinse	—				
Drying System	Static Vent	Heated Dry	EvenDry	SaharaDry	EvenDry
Rack Coating	PVC	PVC	Nylon	Nylon TufRacks	Nylon TufRacks
Cycle Complete Floor Beam Indicator	—	—	—	—	 LED
Third-Level Rack	—	—	—	—	 Yes
ENERGY STAR® Qualified	—	Yes	Yes	Yes	Yes
Wash System	Standard Wash Arm	 Three Wash Arms	 BladeSpray	 OrbitClean	 OrbitClean

sales tip

Let our members know that Frigidaire item #15327 and Frigidaire Gallery items #15037 and #15137 are available in black stainless steel — the hottest finish in home appliances today. It offers a sleek, contemporary look that's versatile enough to work with any kitchen décor and it has a Smudge-Proof finish that resists fingerprints and smudges. A soft, dry cloth is all that's needed to restore its rich, subtle sheen.

Sell LG Dishwashers with Confidence



#12753/7/9 (LDF5545ST/BD/BB), #17753/7 (LDF5678ST/BD),
 #17453/7 (LDT5678ST/BD), #17433/7/8 (LDP6797ST/BD/BM),
 #12493/7 (LDP7708ST/BD), #17243/7, #7248 (LDT7797ST/BD, LDT7797BM),
 #12733/7/8 (LDT7808ST/BD/BM)

You know how to sell Kenmore® dishwashers with confidence, and we want you to be able to do the same with LG dishwashers! Our members can tell when you sell with confidence. They come to Sears because we have the best product experts — you! So when you are able to confidently explain the features and benefits of LG dishwashers to our members, you are more likely to make the sale and give them that WOW experience they expect!

LG Key Focus: **Smart Design and Reliability**

LG's sleek, powerful dishwashers feature innovative technology and stylish designs. But they are also known for their reliability. LG engineers strive to create meaningful products with high-quality parts. In fact, LG has one of the lowest Sears Service incident rates for dishwashers.

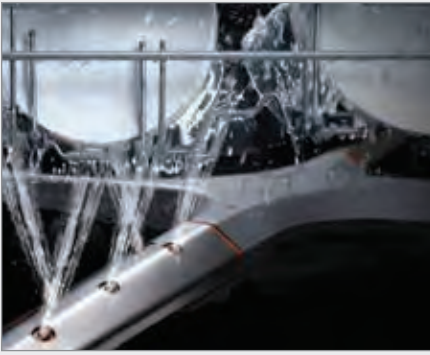
One of the key contributors to LG dishwasher reliability is the Inverter Direct Drive™ motor, which is quiet, efficient and dependable. That is why LG stands behind their dishwashers with a 10-year limited warranty on the motor and the following additional warranties.

Warranty

- One Year Labor
- Five Years on Control Board and Rack Parts
- 10 Years for Direct Drive Motor
- Lifetime on the Stainless Steel Tub and Door Liner



Key Common Features*



▶ QuadWash™: Achieves maximum cleaning throughout the entire cycle. With four spray arms instead of two, QuadWash also includes multi-motion arms that rotate back and forth while spinning. The high-pressure jets power-clean dishes from multiple angles for maximum cleaning coverage.



▶ EasyRack™ Plus: The newly-enhanced EasyRack Plus system provides outstanding flexibility and convenience, adjusting to just about any load of dishes to help ensure optimal cleaning performance. Easy to adjust quickly, this racking system can shift to handle any dish challenge.



Dual Zone: LG Dual Zone technology varies the water intensity in the upper and lower racks — delicate dishes in the upper rack have a softer setting while pots and pans in the lower rack are washed with stronger intensity.



TrueSteam®: LG's TrueSteam technology offers maximum steam coverage to provide less water spots so members don't have to re-wash spotty glasses.



Inverter Direct Drive: Because the Direct Drive motor uses few moving parts and operates efficiently, LG confidently backs it with a 10-year warranty.



LoDecibel™ Operation: LG's technological advances, like the Inverter Direct Drive motor and the advanced three-stage filtration system, were designed with quiet in mind.



Hybrid Condensing Drying: Thanks to a condensing drying system in the wash tub, dishes are dried and ready to store right out of the dishwasher. It is gentler on dishes, including plastic items and wooden utensils.



Three-Stage Filter System: LG's advanced filtration system is tough on food residue and dirty dishes even if members don't pre-wash their dishes. Plus its advanced design makes it extremely efficient and quiet.



Additional Common Features:

- 15 Place Setting Capacity
- Auto Cycle
- LED Control Panel
- NeveRust™ Stainless Steel Tub
- ENERGY STAR®

Continued on the next page.

*Not all items have all features. See the chart on the next page for details.

Dishwasher Lineup



+ = Step-up Feature #12753/7/9 #17753/7 #17453/7 #17433/7/8 #12493/7 #17243/7, #7248 #12733/7/8

DESIGN							
Manuf. No.	LDF5545ST/BD/BB	LDF5678ST/BD	LDT5678ST/BD	LDP6797ST/BD/BM	LDP7708ST/BD	LDT7797ST/BD, LDT7797BM	LDT7808ST/BD/BM
Control Panel	Front	Front	Top	Top	Top	Top	Top
Handle Design	Pocket	Pocket	Bar	Pocket	Pocket	Bar	Bar
PrintProof™ Finish	#12757 Only	#17757 Only	#17457 Only	#17437/8 Only	#12497 Only	#17247 and #7248 Only	#12737/8 Only
PERFORMANCE							
TrueSteam	—	—	—	—	+ •	—	•
ENERGY STAR	•	•	•	•	•	•	•
CONVENIENCE							
Connectivity	—	+ SmartThinQ® with WiFi	SmartThinQ with WiFi	SmartThinQ with WiFi	SmartThinQ with WiFi	SmartThinQ with WiFi	SmartThinQ with WiFi
Third Rack	—	+ Fixed	• Fixed	+ Adjustable	• Adjustable	• Adjustable	• Adjustable
Height Adjustable Upper Rack	•	•	•	•	•	•	•
EasyRack Plus	•	•	•	•	•	•	•
Glide Rail	—	—	—	+ •	•	•	•
Tub Light	—	—	—	—	—	•	•
Sound Level	48 dBA	+ 46 dBA	46 dBA	+ 44 dBA	44 dBA	44 dBA	+ 42 dBA

sales tip

LG's new smart dishwashers enhance efficiency, convenience and peace of mind, giving our members unprecedented control from anywhere. The Smart ThinQ app can be downloaded from the App Store (iOS devices) or Google Play (Android devices).** These dishwashers can also be operated through voice commands if our members have Amazon Alexa or Google Home!



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Holiday Trade-Up Strategy

Trading up by selling down may sound like an odd strategy, but chances are you've been doing something similar to this every time you use top-down selling.

Top-Down Selling

In top-down selling, you should be showing Our Best Stuff first. When you show the member more fully featured models, they see how they could get more enjoyment out of their new appliance over its lifetime — not just the benefit of having solutions to their everyday challenges right now. Things like saving time, larger capacity, energy savings, more effective cleaning, better and faster cooking and so on are all addressed by our fully featured models, or Our Best Stuff.

Then when you sell the Middle Trade-Up item (an item between our Best Seller and Our Best Stuff), you have traded the member up from a Best Seller by selling down.

ALWAYS SHOW OUR BEST STUFF FIRST!



When Good is not Good Enough

Often members think they know what item they want, but it's important to go through the Members First Engagement process to ensure the member leaves with the item that best fits their needs. Don't just stop with the Good item! After the Good item, take them to Our Best Stuff to see all of the additional features they could enjoy for a bit more money. If it's out of their price range or they don't need all of those additional features, show them the Middle Trade-Up. It's still better than the Good item, but not as fully featured as Our Best Stuff.

Sample Trade-Up

Kenmore Top-Load High-Efficiency Pairs



#25132/#65132

#29132/#69132

#27132/#67132

19% More Capacity than #25132
20% More Capacity than #65132

10% More Capacity than #25132

4.3 Cu. Ft. Capacity

- 12 Cycles, 5 Options
- Triple Action Impeller

7.0 Cu. Ft. Capacity

- 13 Cycles, 4 Options
- Smart Dry Plus Technology

5.3 Cu. Ft. Capacity

- 11 Cycles, 11 Options
- Steam Treat Option

8.8 Cu. Ft. Capacity

- 10 Cycles, 11 Options
- Steam Refresh™ Option

4.8 Cu. Ft. Capacity

- 11 Cycles, 10 Options
- Steam Treat Option

7.0 Cu. Ft. Capacity

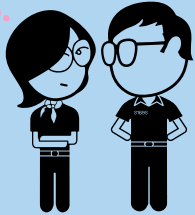
- 10 Cycles, 6 Options
- Steam Refresh Option

Continued on the next page.

Scenario

1

DISCOVER



What happened to your previous washer?
On average, how many loads of laundry do you do each week?
How large is your family?

Maria has come to Sears to buy a new washer. She has an idea that she'd like our Best Seller conventional washer since she's on a budget.

From his past experience, Marcus knows that in order to meet Maria's needs for a new washer, he needs to ask **Discover** questions.

2

SHOW OUR BEST STUFF FIRST!

Let me show you this great washer!



With Maria's large family, Marcus knows that she would benefit from a large-capacity washer. He shows her our **Largest Capacity** conventional washer.

3

I love this huge capacity and that the steam will help get rid of the kids' soccer stains, but I just can't manage it in the budget.

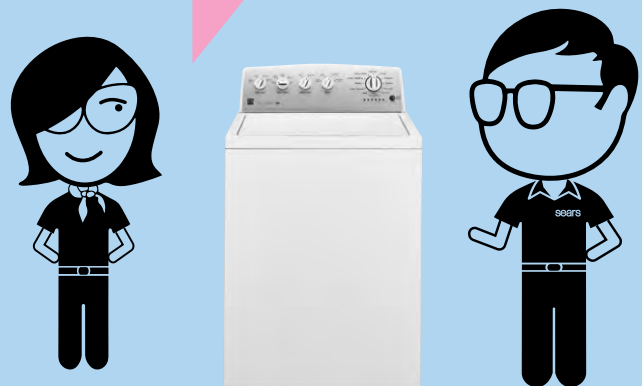


Maria loves the extra capacity and agrees that it can save her time and money. But even with the financing offers, she prefers not to spend that much.

4

Let me show you another item that has a larger capacity and great cleaning ability.

Wow! I'm so excited that this washer will save me time and money, plus fits into my budget!



Marcus now has confirmation that Maria would really appreciate a larger-capacity washer, so he steps her down to the Middle Trade-Up item.

Our Best Stuff

Largest Capacity

A large capacity in an appliance can save a lot of time, effort and money for our members. Larger loads of laundry mean fewer loads overall. An oven with a large capacity makes it easy for members to feed large crowds. A large-capacity refrigerator enables our members to stock up and keep food fresh for the whole family.

Quietest

We all want cleanup to be easy, but it's also helpful if it is not disruptive! A quiet dishwasher means members can have conversations in the kitchen or help their kids with homework at the kitchen table without loud interruptions.



Discover for Capacity

Here are some Discover questions to help you determine needs for capacity.

Laundry	Refrigeration	Cooking	Cleanup
How many loads of laundry do you typically do each week?	Tell me about your family, do you have kids?	What kinds of foods do you cook?	How many people live in your home?
How often do you have to take bedding and larger bulkier items to the laundromat?	How often do you shop for groceries? How often do you stock up on groceries or buy in bulk?	How often do you entertain?	How many times a week do you run your current dishwasher?

Discover for Quiet

When do you typically run your dishwasher?
Do you need to run it during a certain time of the day or night because it's otherwise too loud?

Where is your dishwasher located? Is it located near where you would watch TV?



need to know

Click here in the online version of this magazine to view our "2018 Home Appliances Upsell by Trading Down" video.

Lean into Laundry

Hello Team!

Thank you for reading *Sales Today* and staying up to date on Lean into Laundry! We have a great offer for our members in November! But first, let's recap the three step-up features you should present to every member to help them find the perfect laundry pair:

- 1. Capacity:** Members can save time by washing and drying larger, and therefore fewer, loads.
- 2. Speed:** Accela-Wash® on select Kenmore® washers cleans clothes in just 29 minutes!
- 3. Steam:** For improved stain removal and sanitization in washers and wrinkle reduction in dryers.

The holiday season is upon us! Now is the time to close all leads and ensure that you are selling The Total Solution — washers with dryers, delivery/ installation, MPAs and accessories — with every sale! During the Day After Thanksgiving (DATG) Doorbuster sale, we will be bringing back our most profitable pair offer to date: \$50 off all Kenmore washer and dryer pairs and 50% off the regular price of all Kenmore Elite® washer and dryer pairs.

You will also see a very compelling offer that will be announced closer to the start of Cyber Monday/Week.

Be sure to watch your email and Pebble for any late-breaking news and updates to our laundry offers.

Happy Selling and Happy Holidays!

JJ Klinkert, Laundry Buyer



NO
dryer
left
BEHIND



Holiday Selling MFE Refresher

Prepare for holiday selling by reviewing key Discover Questions to understand our members' needs. Try questions such as: What capacity is best for your household? What kind of washer/dryer do you have now? How often do you do laundry? How many people are in your household?


MFE Considerations

	Top-Load Laundry	Front-Load Laundry
Common Needs: What you may hear	<ul style="list-style-type: none"> Affordability Small family Only do laundry once a week 	<ul style="list-style-type: none"> More expensive Need to wash a lot of clothes and large comforters, blankets, etc. Large family, frequent washing Want to save time washing and drying
Questions to Ask: Landscape of Purchase	<ul style="list-style-type: none"> How many people live in your home? What type of garments do you wash? What do like about your current laundry pair? What do you dislike? 	<ul style="list-style-type: none"> How many people live in your home? What do like about your current laundry pair? What do you dislike? What type of garments do you wash? How often do you take items in for dry cleaning? How often would you want to schedule your wash?
Step Up	<ul style="list-style-type: none"> High efficiency, steam, pedestal, laundry pair, front-load 	<ul style="list-style-type: none"> High efficiency, steam, pedestal, laundry pair
Key Considerations	<ul style="list-style-type: none"> Utilize the Walk The Path ruler to measure. What are the dimensions of the space? The measurements are important to have in the beginning of the selling process to ensure a proper fit and prevent return/cancellation. 	

Keep it Sold








When members buy a new laundry pair, make sure they have everything they need to complete the purchase. Nothing is more frustrating to a member than getting a laundry pair delivered and discovering it can't be installed right away.



You can find our Laundry Accessory Master List on the Reference App at  SHC Connect, which has complete information for the following accessories:

- Hoses
- Pedestals
- LP Kit
- Stack Kit
- Complete LP Stem Kit
- Left Vent
- Right Vent
- Bottom Vent
- Door Reversal

Inventory

-  Availability
-  Display Direction
-  Accessory Reference Guides
 -  [Laundry Accessories Cross Reference Guide](#) 
-  Take it Home Today
-  Transition Sheets

Item	Brand	Vendor	Product Type	Model #	Laundry Accessories Cross Reference Guide						
					Description	Hoses	Pedestal	LP Kit	Stack Kit	Complete, Stem Kit needed	Left Vent
91283	Kenmore	LG	FL Dryer	91283	7.4 Cu Ft Dryer	-	51022	17025	17013	-	26/49670
91282	Kenmore	LG	FL Dryer	91282	7.4 Cu Ft Dryer	-	51022	17025	17013	-	26/49670
91182	Kenmore	LG	FL Dryer	91182	7.4 Cu Ft Dryer	-	51022	17025	17013	-	26/49670
81379	Kenmore	LG	FL Dryer	81379	7.3 Cu Ft Steam Dryer	-	51020	-	17013	-	Yes, No Kit, 1.5" of clearance needed
91379	Kenmore	LG	FL Dryer	91379	7.3 Cu Ft Steam Dryer	-	51029	17025	17013	-	26/49670
81372	Kenmore	LG	FL Dryer	81372	7.3 Cu Ft Steam Dryer-Drop-In	-	51023	-	17013	-	26/49670
91372	Kenmore	LG	FL Dryer	91372	7.3 Cu Ft Steam Dryer-Drop-In	-	51023	17025	17013	-	26/49670
81372	Kenmore	LG	FL Dryer	81372	7.3 Cu Ft Steam Dryer	-	51022	-	17013	-	26/49670
91372	Kenmore	LG	FL Dryer	91372	7.3 Cu Ft Steam Dryer	-	51022	17025	17013	-	26/49670
81283	Kenmore	LG	FL Dryer	81283	7.4 Cu Ft Dryer	-	51022	-	17013	-	26/49670
81282	Kenmore	LG	FL Dryer	81282	7.4 Cu Ft Dryer	-	51022	-	17013	-	26/49670

Mattress Holiday Selling

sears®

The hustle and bustle of the holiday season has arrived! We're prepared to give our members the WOW experiences they expect with great mattress promotions throughout the holidays. So whether members are holiday gift shopping, preparing for house guests or taking advantage of low prices for their home makeovers, we have the brands they want at great values! Please take the time to review these guidelines so you're ready to present and sell at your best!

SegnoCode

69XVC6AG

Holiday Readiness

Be sure you are ready for holiday sales by preparing your department for our busiest time of the year!

Staff-It: Store managers should fill open positions and ensure new hire training is complete. Staff at peak times. Know your Dreamscore reputation and check your scores daily.

Set-It and Sign-It: Know your promotions and ensure signing is set properly. Maintain National Presentation Standards. Keep the display beds clean and ensure that remotes are tethered and every base is powered.

Now Hear This: Drive awareness of mattresses in Sears with in-store public address announcements.

Sell It Right!

MFE and Top-Down Selling: Ask key Discover questions to identify each member's lifestyle needs. Recommend two to three items that meet their needs in the Better, Best, Good format. Use SYW, key promotions, pricing, financing and quick ship to help Close the sale.

Complete Sleep Solutions: Recommend attachments with every sale. These include adjustable bases, Protect-A-Bed covers, pillows, etc. Make sure you know how to demonstrate lifestyle bases (see page 23).

Keep it Sold: Keep returns and exchanges to a minimum by covering the Thank You folder and the bed height rulers with every sale.



total solution

- Members now have the option to add Service Purchase Protect on adjustable bases! Check out page 14 in the September issue of *Sales Today* to learn more!
- View the Selling Best Practices Video in the Segno Mattress Learning Segment to learn how to sell the Complete Sleep Solution. Follow the path below or visit the online version of this magazine and click on the icon.



▶ My Learning >
Mattresses >
Mattresses Total
Solution Selling
Best Practices

need to know

Here are important Q4 dates for the mattress business.

- 11/4:** Family and Friends
- 11/4–11/17:** Veteran's Day, Promotional Period
- 11/18:** Member Event
- 11/18–11/27:** Thanksgiving, Promotional Period
- 11/28–12/15:** Holiday, Promotional Event
- 12/16:** Family and Friends
- 12/16–12/29 X13:** Promotional Period
- 12/30–1/19/19 MLK:** Promotional Event

All About That Base

Demonstration is key to selling an adjustable base, so show members how comfortable they could be! And, always start with the most fully featured adjustable base that works with their mattress.



Getting Comfortable with Adjustable Base Sales

Members are usually anxious to try out an adjustable base. So first, ask them lie on the mattress and take a deep breath. Have them imagine themselves watching TV, reading, using their laptop or simply relaxing! Then, walk them through the six steps:



Step 1, LEGS: Raise their *legs* until they say, “perfect” when they feel the pressure relief on their lower back. Ask them to take another deep breath.

Step 2, HEAD: Raise their *head* until they say, “perfect” when they feel the pressure relief on their lower back. Ask them to take another deep breath.

Step 3, PROGRAM: Program their perfect position with the remote control and show them how easy it is to save the settings. This is also a great time to find a good TV-watching or working position for the member and program it into the remote. Then, show them how easy it is to switch between the two positions.

Step 4, MASSAGE: Ask for permission to introduce the massage feature. Start at the feet and then slowly expand to the torso and head areas. Explain that the massage feature will automatically turn off after 30 minutes.

Step 5, RETURN TO FLAT: Now take it all away! First, stop the massage feature and hit the flat button on the remote. Ask the member to take another deep breath. Let them lie flat for about 15 to 20 seconds.

Step 6, RETURN TO PROGRAM: Press the programmed perfect position button and return the member to their personalized comfort.

- Ask them to take another deep breath.
- Ask how often they would use an adjustable base if they had one.
- Ask if they would like to add an adjustable base to their purchase. If the answer is yes, great job! If the answer is no, ask them what their biggest concern is and then address that concern. Remind the member that your goal is to help them sleep better and get the most out of their purchase.

sales tip

When you're giving a demo, you need to be able to see the member's face to read the reactions they have to the different positions. You can't do this if you are looking at the remote! To learn how to operate the remote without looking, put a cloth over your hand and practice it until it feels familiar.



Scott Living Mattresses by Restonic with Talalay Latex



Some members may be wary of the word “latex,” but in the Scott Living mattresses by Restonic, latex is a healthy and environmentally friendly option that provides lasting comfort.

It begins with Talalay latex. Talalay is a process used to transform natural rubber into mattresses, pillows and toppers. The Talalay process results in latex products that have an optimal balance of comfort and durability while maintaining an excellent consistency and feel.

Scott Living mattresses feature AlumiLast® foam, which is an infusion of aluminum fibers into the Talalay latex to give it a cooling feature for incredible comfort. It’s a common misconception that sleeping on a latex mattress will feel hot; AlumiLast takes the latex mattress — which is already breathable — and adds another cooling factor.

Latex Foam vs. Memory Foam

Latex foam provides more “push back” than memory foam. So if members don’t like the sinking feeling they get with memory foam, or if they feel like they need more support, latex foam could be the perfect solution!



Six Reasons for Members to Choose Scott Living by Restonic with AlumiLast Latex

Here are six reasons why members should choose a Scott Living mattress.

1. It's healthy.



Talalay latex is Oeko-Tex certified as Class 1, which is the highest rating possible. This certification verifies that these products are free of harmful substances — they're even safe for babies.

2. It's breathable.



Products made of Talalay latex breathe up to seven times better than other types of latex products, allowing for cooler sleep. Talalay latex has a breathable design and cell structure that creates a temperature-neutral environment.

3. It's hypoallergenic.



Talalay latex is ideal for people with allergies and asthma. It's naturally resistant to mold, mildew and dust mites, and it's inherently antibacterial and antifungal.

4. It's environmentally friendly.



The Talalay process features natural, biodegradable ingredients that come from renewable resources and water-based raw materials: natural latex, air and water.

5. It doesn't "off-gas."



Talalay doesn't "off-gas" like synthetic foam or polyurethane. Talalay Global products contain no toxins, carcinogens or latex allergens. The Talalay process also removes VOCs (volatile organic compounds). Members can rest assured that no harmful chemicals are being released because Talalay is made of only natural ingredients and is Oeko-Tex certified.

6. It's designed and built in the USA.



The headquarters of Talalay Global is in Connecticut, and it's the only manufacturer of Talalay. Members can feel good knowing that they are supporting the American workforce.



Top 15 in Adjustable Base Sales

Congratulations to the following stores! These stores have made the most of their sales opportunities, ranking in the top 15 for adjustable base and Div. 82 sales. If you are successfully selling mattresses, you can be selling bases — these stores are perfect examples! We are currently at 7.62% bases to Div. 82 sales. For every 1% raise in base to Div. 82 sales, we will add \$1.175 million in sales. That's quite the opportunity, so don't miss out!



#1915: Bayamón, Puerto Rico

#2085: Fajardo, Puerto Rico

#2010: Mansfield, Ohio

#1081: Heath, Ohio

#2755: Jacksonville, North Carolina

#2265: Johnson City, Tennessee

#2617: Victoria, Texas

#2515: Hickory, North Carolina

#2487: Killeen, Texas

#2124: DuBois, Pennsylvania

#1115: Chattanooga, Tennessee

#2299: Aberdeen, Washington

#2029: Union Gap, Washington

#1052: Saint Paul, Minnesota

#2494: Altoona, Pennsylvania

Key Takeaways

- Remember to always show the base with every mattress sale!
- Follow the Six Steps for demonstrating a base (see page 23).



Associate Spotlight: Amber Kraal

This month we're talking with Amber Kraal, a full-time mattress associate from Store #2829 in Victorville, California. She's been with Sears for six years and has been recognized in each Mattress Mania for top sales performance. Furthermore, her consistent MPI has earned her 35th place for company-wide sales performance. She is focused and driven when it comes to providing our members with a WOW experience. Amber, you are an inspiration to others and thank you for all you do!

Meet Amber!

Can you share with us your Best Practices?

"Greet. People buy from people they like. Always putting the member on a lifestyle base. Always follow up with every member/delivery to prevent problems."

Do you have a memorable sales story?

"Because I know my product and advertising, I was able to sell to a Patriots fan. When we had [the] Tom Brady ad for the Beautyrest Black line, I took the member over to the Natasha. Not only did I sell him one, I got him to buy his daughter one as well."

What is the best sales advice you've received or advice you would give to new hires?

"Don't sell out of your own pocket."

What is your favorite thing about working for Sears?

"Getting paid for something I enjoy doing. I like having the respect of my management team and getting continuous training through coaching and Segno."

What is your favorite Sears Advantage to use when closing sales?

"Deferred interest. I can talk about the lower payment and let my members think more about their sleep than their bill."

Tell us something interesting about yourself.

"[I am a] proud parent. My kids are all growing into their independent successful lives. My youngest just started Basic in the Army and I am so proud!"



Greet.
People buy
from people
they like.



Using the Sears Card in the Members First Engagement Process



The Members First Engagement Process (MFE) and the Sears card can help you connect with our members and offer them buying options. With MFE and the Sears card, you can close more sales and drive members back to you and your store!

Introducing the Sears Card During the Greet Step

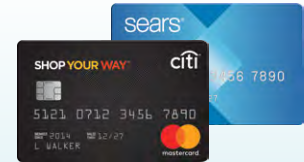


Once you determine why a member is shopping today, it's useful to engage him or her with any available Sears card offers.

Ways to introduce the Sears card during the Greet step:

"You can take advantage of a great Sears card offer for that product today."

"Are you familiar with the promotional offers for that product today?"



Discover which Sears Payment Option Would Work Best



The Sears card should always be the first payment option. If the member does not have, want or can't get a Sears card, see if Leasing would work. With Leasing, they can take the merchandise home today and no credit is required. If they don't need it today, but want to lock in today's low prices with no credit required, see if Layaway would work.

Using the Sears Card to Provide Payment Solutions During the Solve Step



There will be times when a member is hesitant to make a purchase and it may be for financial reasons. Here are some ways to provide solutions with the Sears card so you can make the sale today.

1. When the item costs more than the member wants to spend:

"I understand your concerns. If you were to use the Sears card, you can get 5% off and make small payments over time."

2. Concerns regarding the high interest rate to finance:

"We have a 12-month deferred interest offer that allows you to pay the item off over 12 months and incur no interest charges."

Be sure to use the deferred interest payment estimator tool to show our members how much their payments would be.

Asking for the Sears Card During the Close Step



The Sears card is always the preferred method of payment. The following chart shows how the Sears card benefits the company.

Even if a member says they want to pay with cash, check or a third party, using the Sears card can still benefit them:

"I can put this on a Sears card today and save you an extra 5% or free delivery."

"If you would like to pay over time, we have a 12-month deferred interest offer available with our Sears card products."

On a \$100 Purchase	3rd Party Credit Card	Sears Credit Cards	Cash/Check
Initial Operating Expense	\$97.00	\$97.00	\$97.00
Initial Profit	\$3.00	\$3.00	\$3.00
Less Processing Expense	(\$1.75)	\$0.00	(\$0.55)
Plus Sears Credit Income (non-0% sales)	\$0.00	\$1.63	\$0.00
Sears Pre-tax Profit	\$1.25	\$4.63	\$2.45

+ New Account Revenue



Selling Every Day Using Sears Card Promotions and 5-3-2-1

The Sears Mastercard and Sears card continue to add value by offering 10% instant savings every day or 12 months special financing on items over \$399. In addition, the Sears Mastercard with SYW 5-3-2-1 is now an everyday value proposition and is no longer just a 18-month new account promotion.

With these great benefits, we always want to ask for the Sears Mastercard as the first payment option. If members don't have a Sears Mastercard or Sears Card, we would like them to apply for a Sears Mastercard.

Talk about Sears Card offers in the Greet, Discover and Solve steps to help you Close more sales!



on eligible purchases at **gas stations**

on the first \$10,000 of combined gas, grocery, and restaurant purchases and 1% thereafter



on eligible purchases at **grocery stores & restaurants**



on eligible purchases at **Sears & Kmart**



on all other eligible purchases



What is in it for YOU?

There are many benefits for you when our members use or apply for a Sears Mastercard!

- You can build higher tickets, leading to a larger commission!
- You increase your PA attachments, also leading to more commission!
- Member cardholder loyalty — cardholders are likely to return and purchase more from YOU!
- You get \$2 for every decision-able (approved or declined) application after a minimum of five applications per month!



LET OUR MEMBERS KNOW THAT THEY CAN EARN, ON AVERAGE, \$300 IN POINTS IN THE FIRST YEAR AS A CARDHOLDER!



Earn Extra Holiday Cash with Take The Lead



Take The Lead (TTL) and earn some extra cash for your holiday shopping! There's no limit to how much you can earn. You'll make \$50 for every valid appointment scheduled, so you can check off those most wanted items on your holiday list!

What Sears Items are on your Family Wish List?

Using the funds earned from your TTL payout, you can purchase items like these and much more!

#84907: Wolverine Men's 6" Waterproof Soft Toe Work Boot

Priced \$49.99*

Purchase with **One** TTL Appointment



#46668: Craftsman® 20-Volt MAX 1/2" Drill/Driver Kit

Priced \$99.99*

Purchase with **Two** TTL Appointments



#54985: Craftsman 1/2-HP Chain Drive Garage Door Opener

Priced \$149.99*

Purchase with **Three** TTL Appointments



#44792: Color Switch Plus 6.5' Pre-Lit Regal Fir Christmas Tree

Priced \$199.00*

Purchase with **Four** TTL Appointments



#41760-2: Kenmore Elite® Ovation Stand Mixer

Priced \$399.99*

Purchase with **Eight** TTL Appointments



*Prices are subject to change and for example purposes only.

Scheduling Appointments

Setting up TTL appointments is an easy three-step process.

1

Ask the member!

Spark members' interest on home improvement needs and upcoming projects.

2

Call the hotline at 800-766-6298!

Provide the member's ZIP code and interested product along with your store and associate number, then hand the phone to the member.

3

Earn the reward!

Associates, store heroes and stores will receive cash rewards.

THE CAPED QUIZZER



PUT YOUR KNOWLEDGE TO THE TEST!

GREETINGS CITIZEN! I'm The Caped Quizzer, back with more questions for my super associates! Do you have what it takes to join my Sears Super Sales Squad?

1

TRUE OR FALSE; THE NEW FOUR-DOOR REFRIGERATOR FROM KENMORE HAS A HIDDEN ICE MAKER.



2

HOW MANY STEPS DOES IT TAKE TO DEMO AN ADJUSTABLE MATTRESS BASE?



3

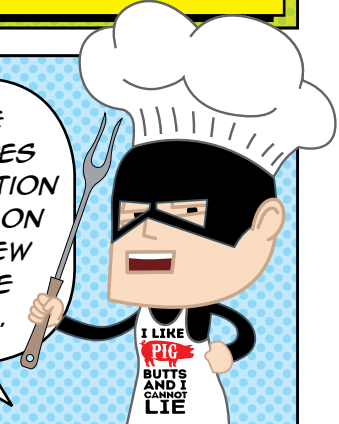


FRIGIDAIRE'S ORBITCLEAN™ AND BLADESPRAY™ DISHWASHING TECHNOLOGIES DELIVER ___ TIMES BETTER COVERAGE THAN REGULAR FRIGIDAIRE SPRAY ARMS.

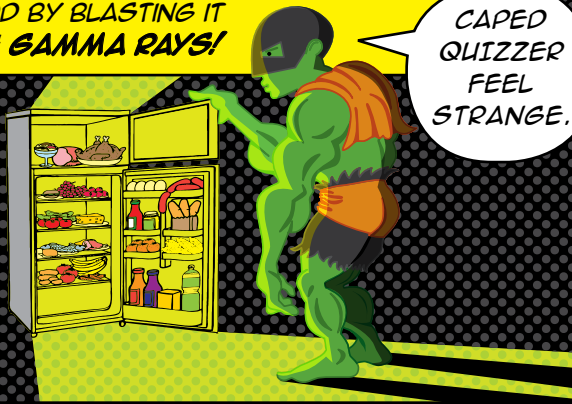
4



LIST THE THREE TYPES OF CONVECTION AVAILABLE ON SELECT NEW KENMORE RANGES.



DID YOU KNOW? IN 1954, IT WAS REPORTED THAT "THE REFRIGERATOR OF THE FUTURE" WOULD PRESERVE FOOD BY BLASTING IT WITH **GAMMA RAYS!**



CAPED QUIZZER FEEL STRANGE.

[Click here for answers](#)

ANSWERS! See if you're ready for supercharged sales! Check your answers below!

1. False. Because the new refrigerator has a big focus on storage space, there is no space dedicated to an ice maker.
2. Six steps.
3. Four. These technologies deliver four times better coverage than traditional spray arms that move in a simple circular pattern.
4. The three types of convection available are Fan Convection, True Convection and Dual True Convection.



All About That Base!

When selling mattresses, always demonstrate an adjustable base! Doing so gives you an opportunity to complete the sale, giving our members the WOW experience they expect from Sears. And an adjustable base sale just so happens to be a win-win-win: Sears wins, the member wins and YOU win!

See page 23 for information on how to demonstrate adjustable bases.

