

The Road to Success
Members First Engagement



GREET

First opportunity to connect
with the member.



2017 SEARS HA ROADSHOW PRODUCT GUIDE



Ask for the Sale!



CLOSE



DISCOVER

Understand the landscape of the
product and the member's needs.

Recommend products that
meet the member's needs.



SOLVE



Welcome to the 2017 Sears HA Roadshow!

As you know, our members come to Sears for three major reasons:

- 1 To see our extensive product offering.
- 2 They know we have the best products at the best prices to fit their lifestyles.
- 3 To see YOU, our knowledgeable sales associates, for your expertise on our products and how all of the features and benefits would meet their individual needs.

Two Key Pillars we're focusing on to WIN in HA are: **Why Buy Sears** and **Lean Into Laundry**.



Why Buy Sears

Why do members come to Sears? It's our differentiators that bring members in time and time again. One of our biggest strengths is YOU!

1. The WOW experience members have in our stores with you, our knowledgeable sales experts, as you connect with them.
2. Kenmore and our expansive selection.
3. The services we offer.
4. Our Shop Your Way membership program.
5. And much, much more.

When members purchase an appliance(s), it's an investment for the next 8–10 years and potentially beyond. It's critical for us to connect the member's long-term needs to the expectations and capability of the appliance — we're in the business not only to sell appliances, but to sell the RIGHT ones that best fit member needs through MFE. This guide tells you how to do exactly that.

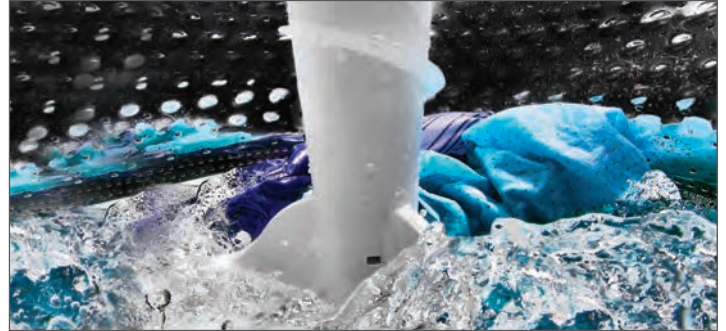
How to Succeed

Building that relationship with our members through Members First Engagement, or MFE, **(GREET/DISCOVER/SOLVE/CLOSE)** is the key. **DISCOVER** each member's needs by Actively Listening and suggesting the items that best match those needs with a focus on Top-Down Selling. The potential is endless for how the benefits of the features can meet the needs of our members in their everyday life. Features Tell, Benefits Sell. There's a lot that they may not realize they can benefit from with feature-heavy items. Even a few minutes freed is essential in today's busy lifestyles.

This product guide includes an impressive lineup of key items we're standing behind. Remember to connect with each member individually, providing that WOW member experience! That will help you in your sales and keep our members coming back to Sears, and you, making them members for life.

We appreciate all you do as the Experts and your passion to continue to elevate the experience CONNECTING with our members. We hope this product guide helps you even more in our journey, and together, we can WIN in HA!

— **The Home Appliance Team**



Lean Into Laundry

Laundry is the Unsung Hero of Appliances. Did you know that this category is the most profitable category in HA? When you add in the innovation of steam, that means even more potential to WOW members with a great benefit and profitable feature.

If we grow this category by just 2% each quarter, we'll see an incremental \$4 million in profit. That means more commission for you! Also, it provides increased margin that positively impacts your store's bottom line. Lastly, it allows us to continue to invest in innovation and additional products that are proven to sell.

It's important that we continue to challenge ourselves to drive sales in all of the categories, especially laundry, and ask for the sale every time.

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ICON KEY

Indicates link to Trade-Up information.



Indicates a Sales Today article is available on this product.



Indicates Kenmore exclusive item.

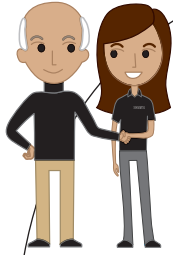


Indicates a link to additional video or other information in the digital version of this guide on Segno Expertise.



SELLING TOOLS: Members First Engagement

When a member walks into the Sears store, we want to provide them with a WOW Member Experience from that minute onward! One of the things you can do that will help provide that type of experience is to follow the structure of the Members First Engagement (MFE) process.



GREET

The first step in the MFE process is GREET.

The **GREET** is your opportunity to make a great, LASTING impression on the member, and will set the stage for the rest of your conversation. It's important to be AUTHENTIC and GENUINE.

- Approach the member in a casual but friendly manner; **always GREET** them with a smile.
- Offer your name, and if it feels right, you may want to ask for theirs. Engage them by saying, "Today is a great day to shop at Sears! We have some great promotions today!" This will exude enthusiasm and give you the opportunity to explain all of the exciting promotions available to them.
- Ask members, "What brings you in today?" This will prompt them to share whether they know what they're looking for, if they've been shopping around for a while, or if they're just browsing. More importantly, it tells YOU what direction to take the rest of the conversation.



TIP: This is your first opportunity to build TRUST. The **GREET** is a GREAT opportunity to plant the seed on promotions that help create urgency and WHY BUY today.

START

This key piece of information will allow you to smoothly transition to the next step of the MFE process: DISCOVER.



CLOSE

You've worked your way through the **GREET, DISCOVER** and **SOLVE** phases of the MFE process; you've matched features to needs and made a great product recommendation that fits everything the member was looking for.

You've been listening and watching for positive cues — both verbal and non-verbal — and have gotten positive responses to your comments.

The next logical step is to **CLOSE** the sale.

- ALWAYS ask for the sale, particularly if the member approves of your recommendations by nodding, smiling and reinforcing how a feature will solve their need, or even a "Wow, I didn't know that! That's pretty cool."
- You don't have to be overly aggressive in your approach to closing the sale. Use phrases like "Can you imagine how great this refrigerator would look in your kitchen?", "I can have this delivered to your home next week", "May I put this on your Sears Card or Mastercard?" or "If you would like to pay over time, we have a 12-month deferred interest offer available with our Sears Card."
- If you don't close the sale, send a Shopping Recap and follow up with the member.



TIP: If the member is unable to make a buying decision, offer them a Meet with an Expert appointment and include the decision makers to best **CLOSE** the sale.

WIN

Another satisfied member, another WOW Member Experience!
All thanks to knowledgeable associates and the MFE Process!

The Road to Success!

This series of steps will act as a kind of roadmap to help guide your conversation with the member and point you to where you should go next.

DISCOVER

You've greeted the member and have an idea of what brought them into Sears, so now it's time to get down to business and start engaging with the member — **DISCOVER** — that will help you zero in on just the right products to fit their needs. You may even be able to uncover needs they didn't even realize they had!

- Don't forget that all of your **DISCOVER** questions should be 'open-ended,' which cannot be answered by a simple yes or no. Start off by asking questions to narrow down their preferences.
- These may cover things such as likes/dislikes, features, color, style and size as well as what price range they're comfortable with.
- Listen for more than just the specific answers to these questions; listen for a need behind the answer. If you listen carefully, you can even help the member self-discover a need they may have never considered that would help solve everyday challenges.
- Get a feel for the member's lifestyle, and how and where they'll be using the product. Get them to describe their ideal solution to uncover needs they may be unaware of. Sometimes the answers to these lifestyle questions will open the door to more or better ideas.
- As the member answers your questions, you should start to zero in on suggested product options that would meet their long-term needs and wants.



TIP: The member should be doing most of the talking. This is your opportunity to learn more about them and identify features that will connect to their needs.

Before moving forward to **SOLVE**, it's important to repeat what you heard. This is a critical element to building that trust with the member as the **EXPERT**. It shows **YOU** were listening and are going to take care of their needs.

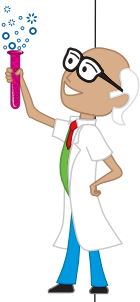
Now you're ready to move to the next step: SOLVE.

SOLVE

The **DISCOVER** phase has paved the way for you to offer product solutions to the member. Now it's time to put your expert knowledge to use! Be a problem solver and suggest products to **SOLVE** for the member's needs.

- As you're determining the items that meet your members' needs, always suggest three options. All items should match those needs, but in varying ways and at different price point levels; Best, Better and Good.
- Always start at the Best level when presenting your suggestions. It's much easier to move down to the Better model than it is to convince them to go up. Use what you've learned in the **DISCOVER** phase to paint a picture of how the features on each solution will improve their lives by saving time, effort and/or money.
- Talk about the features, but more importantly, tie features back to a need the member mentioned. Inform them about any features they may not have even thought about and show them how it can be a solution for the problem or condition they mentioned.
- Throughout this phase, you should be doing "pulse checks" to make sure you're on the right track with your recommendations. If you get negative feedback, ask more **DISCOVER** questions.
- Provide the complete solution by selling services, attachments, accessories and PAs. Also utilize 3 Ways to Buy. With all of these tools available, you can satisfy all concerns the member may have.
- You could try a "soft close" if all of your suggestions are being-well received. Ask them if they could see this product in their home, and if they say "Yes!", then move on to the **CLOSE** phase.

Now that you have solved the member's needs, it's time for the CLOSE.



SELLING TOOLS: Daily 101

At the Beginning of Your Shift

Always take 5–10 minutes to familiarize yourself with the latest promotions, product availability and the weekly priorities for HA. This information is accessible on any store kiosk* using the Reference tab in SHC Connect.

*Digital Journey Stores will use iPads instead of kiosks.

1 Weekly Promotional Direction

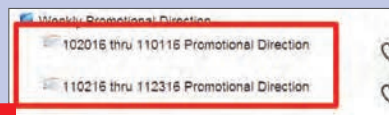
The **Weekly Promotional Direction** provides you with a snapshot of each week's promotional offers, upcoming events, hot topics and valuable resources. Click the links within the guide to learn more about each topic. This guide updates constantly, so checking daily is essential to staying current on promotions.

Accessing the Weekly Promotional Direction

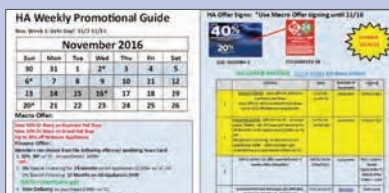
1. Access the Appliances Reference page.
2. Click on “Weekly Promotional Direction” under the Associate Selling Tools & Resources header.



3. Click on the week you wish to view. (Verify the correct date if multiple weeks are available.)



4. Browse the promotional guide.



Accessing The Appliances Reference Tab

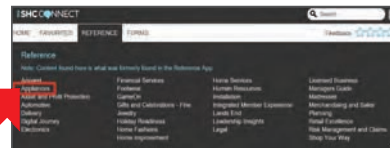
1. Open SHC Connect on the in-store kiosk.
2. Log in to SHC Connect with your enterprise ID and password.
3. Click on the Reference tab at the top of SHC Connect.
4. Select Appliances.

2 HA Selling & Go-To Guide

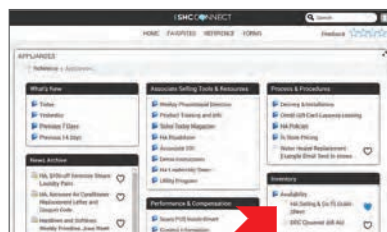
The **HA Selling & Go-To Guide** features items that are either out of stock or close to being out of stock, additional notes on when those products may become available again and which product is recommended to offer as a substitute when a member requests the out-of-stock product. This should be viewed regularly, as should the **HA Availability report**, which lists the “at risk” items by DDC. This report is located in GameOn.

Accessing the HA Selling & Go-To Guide

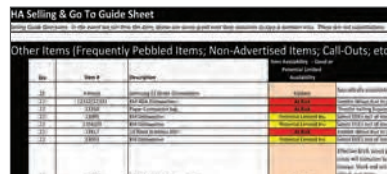
1. Access the Appliances Reference page.



2. Click “Availability” under the Inventory header and select “HA Selling & Go-To Guide Sheet.”



3. Browse the HA Selling & Go-To Guide.

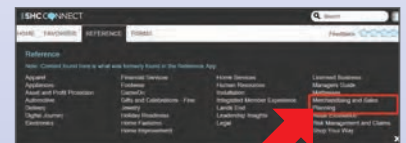


3 Hardlines Weekly Priorities

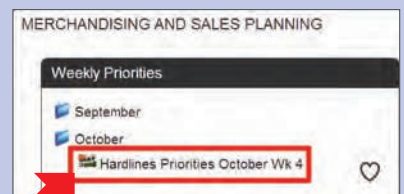
The **Hardlines Weekly Priorities** outlines all of the important things happening in the Home Appliances department each week, and sometimes in upcoming weeks. Viewing it daily ensures that you are focused on the priorities of the Home Appliances department. There are links that take you to pages with additional information on each specific topic.

Accessing the Weekly Hardlines Priorities

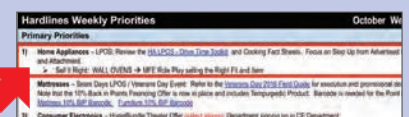
1. Click on the Reference tab at the top of SHC Connect.
2. Select “Merchandising and Sales Planning.”



3. Click the current month under the Weekly Priorities header and select the week you wish to view. (You may need to scroll down to find the Weekly Priorities.)



4. View the priorities in Home Appliances.



SELLING TOOLS: HA First Five

There are five categories of tools and processes that will help you succeed in your sales. These tools and processes are called the HA First Five. After starting your shift, review your schedule and do the following:

1

Review Sales Metrics and Goals

When: At the start of your shift or at any time.

Why: Knowing your sales metrics will help you identify strengths and weaknesses so you can meet your sales goals.

Here are the tools to help you succeed:

Segno
Reputation

Coming
Soon



PMP



PA
Dashboard



Sales
Flash



Contribution
Calculator

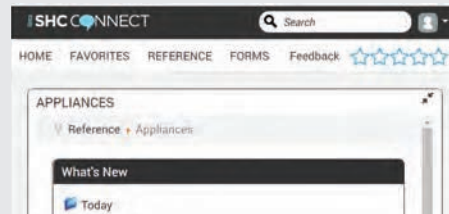
2

Review Communication

When: At the start of your shift.

Why: Knowing what is occurring in your department helps you to sell in-stock items, set your floor and answer our members' questions.

Here are the tools to help you succeed:



Merchandising and
Sales Planning

3

Review Leads

When: At the start of your shift or at any time.

Why: These members are actively shopping for appliances. We have the opportunity to close the sale and provide "WOW" member experiences.

Here are the tools to help you succeed:



LMS



4

Review Inventory Availability

When: At the start of your shift, during the sale or at any time.

Why: Knowing what's in stock will improve your ability to sell merchandise.

Here are the tools to help you succeed:



HA
Inventory



POS

5

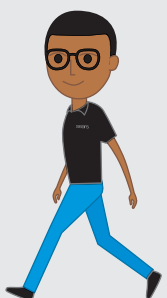
Walk the Floor/Back Room

When: At any time.

Why: It is important that the sales floor is set to plan-o-gram and signed right to ensure you have the latest and greatest appliances on the sales floor.

There should be no non-TIHT items, brand-name items, clearance/closeout/991 in the back room. You can't sell product from the back room.

Here are the tools to help you succeed:



POG
Sears



Merchandising and
Sales Planning



Display
Disposition

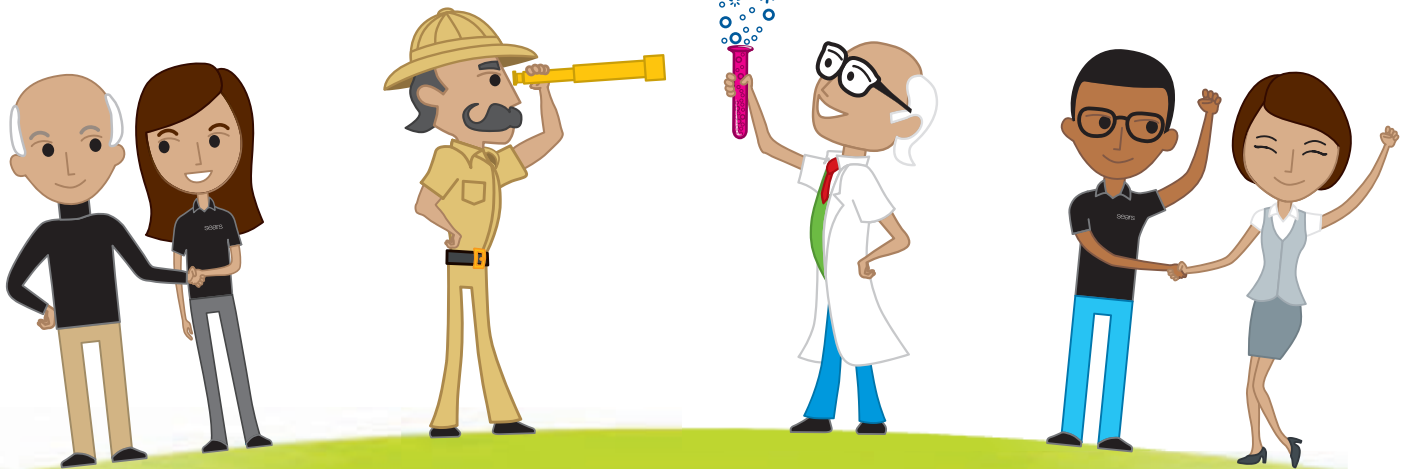
Notes: How do you set up your day to WIN?

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Indicates a Sales Today article is available on this product.



Indicates a Kenmore exclusive item.



Indicates a link to an additional video or other information in the digital version of this guide on Segno Expertise.





Kenmore

Kenmore® is an industry leader that delivers trusted performance in the home. With its smart and stylish appliance innovations, Kenmore helps our members do things quicker, easier and better. Recognized as a top appliance brand for 100 years, Kenmore continues to give members more time, efficiency and improved results for better living with industry-leading products across small and large appliances.

The Kenmore team takes the best of what other manufacturers have to offer. Next, they identify unmet needs and insights using their unique relationship with consumers. They then optimize and customize the best-performing appliances in the industry specially for Sears. The team selects the best manufacturers to deliver appliances that meet member needs, and have the appliances designed under the Kenmore brand.

Kenmore Advantages

Laundry

Kenmore stands out in the laundry division by offering world-class capacities. Paired with exciting cleaning and drying innovations, as well as great convenience features, the lineup is sure to WOW members at every price point.



#41983



#81983



#51993



#31433



#20372

Coming to stores
December 2017

Refrigerators

Kenmore continues to find ways to maximize capacity across its entire lineup. Thanks to space-saving features, members get the storage space they need in a wide variety of refrigerator sizes and styles. This impressive lineup is full of innovative features to keep food fresher for longer. It also includes more everyday conveniences that work to help families stay organized and save time.



#51867



#75043



#74077

Cooking

Our lineup of Kenmore cooking appliances delivers the greatest combination of innovation, value and even, fast, precise performance in the industry. In every product category and at every level, our members can find the right cooking appliance to satisfy their needs and wants.



#96183



#42793



#14545

Dishwashers

Members can elevate their kitchen with the new Kenmore pocket handle dishwasher, delivering stylish, flush-front design with performance features they trust.

Kenmore. Be AmazingSM

Kenmore Smart App

The Kenmore Smart app is loaded with features to do everything smarter and better, so members can too. The app allows members to control and monitor Kenmore Smart appliances from anywhere with a smartphone.* At work, on the road, on the go — the Kenmore Smart app means convenience and peace of mind.



Connectable with items #75042/3/9 and #75053.



Connectable with items #41982/3 and #8/91982/3.

Refrigeration

- Start cranking out extra ice for an impromptu party.
- Get an alert if someone forgets to close the door.
- Save time, money and unnecessary service calls with built-in diagnostics.



Laundry

- Check the status and get alerts when loads finish so wet clothes don't wait.
- Start a load from the app or pre-set a convenient start/end time.
- Download new wash cycles and customize My Cycle.

Room Air Conditioners

- Set up schedules to ensure rooms are at the right temperature when arriving home and at bedtime.
- Too hot or cold? Adjust the temperature without leaving the couch.
- Monitor and adjust temperatures to save energy and lower utility bills.

*For connectivity, members need a Kenmore Smart appliance, a wireless router with an internet connection and a smartphone to use the Kenmore Smart app and the smart features. Members can download the free Kenmore Smart app from the Apple store or Google Play. Kenmore Smart skill is now available for devices with Amazon Alexa.



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Kenmore Smart dishwashers are coming in late 2017.

i Learn what members can do with their smart appliance in the Kenmore Smart app article in the May issue of *Sales Today*.

KENMORE: Laundry

#41982/3: Kenmore Elite Smart 5.2 Cu. Ft. Front-Load Washer with Accela Wash® Technology

Key Features and Benefits



Smart App Connectivity



Whether at home or on the go, using the Kenmore Smart app* enables members to receive an alert on their smartphone when a cycle is complete. They can also stop and start cycles, manage energy usage and receive diagnostic alerts.

Accela Wash Technology

Activates a fast and powerful wash motion sequence to get clothes clean in just 29 minutes.¹ Members can get through more loads of laundry in less time.

SteamTreat™

Virtually eliminates the need to pretreat stains and tackles common tough, set-in messes with the deep cleaning power of steam.² This option is tested and proven to clean stains like syrup, coffee, juice and more.

Discover/Solve

How often are you running a load of laundry and miss the alert when the cycle is complete? How often do you wish you had quick access to monitor the load?

Smart connectivity allows our members to have more control over their wash, saving them time so they can focus on other things.

¹With Accela Wash feature activated, washing an 8-lb. load on Normal cycle, default settings.

²Based on four common stains placed on 100%, XL cotton T-shirts, Heavy Duty cycle with SteamTreat option.

#81982/3: Kenmore Elite Smart 9.0 Cu. Ft. Electric Dryer with Accela Steam Technology

Key Features and Benefits



Smart App Connectivity



Like its matching washer, this dryer gives members on-the-go control. Members can connect with a smartphone and the Kenmore Smart app* to start or stop a cycle. It can also notify members when a cycle is complete or when the lint filter needs to be cleaned.

Steam Technology and Cycle

Accela Steam technology creates more steam,¹ which enhances the performance of steam cycles and options to reduce wrinkles, odors and static cling. Using Accela Steam technology, the Steam Refresh™ cycle reduces odors and relaxes wrinkles in just 10 minutes, which means less ironing and more free time for our members.

Discover/Solve

How familiar are you with the benefits of a steam dryer?

With Accela Steam technology, our members can spend less time ironing and battling static cling. Additionally, Accela Steam can give them refreshed, renewed clothes in only 10 minutes!

Large Capacity

The extra-large drum handles large loads and bulky items like pillows and comforters.

¹When compared to Kenmore steam dryers without Accela Steam.

#51972/3: Kenmore Elite 27"-Wide Pedestal Washer

Key Features and Benefits



Wash Two Loads at the Same Time



Members can use the 1.0 cu. ft. capacity pedestal washer to separate special-care items from a regular wash or tackle small loads whenever the need arises.

Customized Care

Along with six custom cycles, Smart Motion provides customized care and cleaning by blending up to three different wash motions.

Kenmore Diagnostics

Also available in 29" width #51992/3.

Information is sent to our member's smartphone for quick troubleshooting, helping to eliminate the need for service calls.

Discover/Solve

How often do you wash small loads?
How many delicate loads do you wash per week?

The pedestal washer offers the option to wash a delicate load while the main washer is working on pet bedding or heavily soiled items. Or, when a few items need to be cleaned right away, members can use this mini washer to save the day.

#20372: Kenmore 4.7 Cu. Ft. Top-Load Washer with Steam

Key Features and Benefits



Large Capacity



The latest washer in the Kenmore top-load lineup offers the largest-capacity agitator model available at 4.7 cu. ft.¹ Roomy enough for big loads, this washer can handle up to 22 towels at once² and delivers plenty of space for larger items, such as full-sized comforters, sheet sets and dog beds. Plus it has a Deep Fill option, which gives members more control and flexibility to increase the water level on select cycles.

Triple Action Agitator

Members can get the energy savings of a low-water wash with Kenmore brand's HE agitator. This feature delivers improved cleaning with a design that moves clothes using spray jets, wash basket motion and agitator action.

SteamTreat Option

Tackles common, tough, hard-to-clean messes with the deep-cleaning power of steam.³

Discover/Solve

What type of washer are you replacing?
How often will you need to clean large items such as comforters and king-size bedding?

Many members love a top-load washer with an agitator for its excellent cleaning ability but have been unable to fit bedding and bulky items in the tub. With this washer, members can have an agitator and easily clean large loads.

¹Among leading brands.

²New Tradition (sold exclusively at Sears); made by Westpoint Stevens Towels; made in India (new 24" x 43" +/-2).

³Based on four common stains tested on Heavy Duty cycle with SteamTreat option.

#31432/3: Kenmore Elite Smart 5.0 Cu. Ft. Top-Load Washer

Key Features and Benefits



Smart App Connectivity



On-the-go control is now available in a top-load washer! Like the front-load models, members can receive alerts on their smartphone as well as monitor and remotely control their washer.*

Accela Wash Technology

This fast and powerful washer motion speeds up laundry day by getting clothes clean in just 29 minutes.¹

Front-Mounted Controls



For easy cycle selection, controls are mounted up front for members of all heights.

Coming to stores
December 2017

Discover/Solve

How long does your current washer take to clean a load of laundry?

Accela Wash cleans a load of laundry in just 29 minutes.¹ This frees up time for our members so they can spend less time on laundry, and more time doing what they love.

¹With Accela Wash feature activated, washing an 8-lb. load on Normal cycle, default settings.

Notes



KENMORE: Refrigerators

#51862/3/7/9: Kenmore Elite 21.76 Cu. Ft. Counter-Depth Side-by-Side Refrigerator with Grab-N-Go™

Key Features and Benefits



Counter-Depth Design

Offers a sleek, built-in look without sacrificing space.

Easy Access and Kid Friendly

With the simple push of a button, the Grab-N-Go door provides access to bins on both sides of the door, making it easy for our members to grab the items they reach for most frequently, like after-school snacks.

Ice and Water Filtration

The NSF®-certified* water filtration system reduces contaminants such as chlorine, lead, mercury and cysts for great-tasting water and ice. The filter has been redesigned with a slimmer profile and is located in the ceiling of the refrigerator for quick and easy access.

Discover/Solve

What size is your kitchen? Where will you place your refrigerator?

If space efficiency is important to members, a counter-depth refrigerator is a good option. This item offers the same conveniences as a larger Grab-N-Go side-by-side refrigerator but sits nearly flush with the countertop. This creates a sleek, stylish fit that is perfect for newly remodeled kitchens.



*System tested and certified against NSF/ANSI standard 42 and standard 53.

#75042/3/9: Kenmore Elite 24 Cu. Ft. Smart French-Door Bottom-Mount Refrigerator

Key Features and Benefits



Smart Connection



Members can use their smartphone or tablet and the Kenmore Smart app* to change settings and monitor their refrigerator. Smart features include temperature settings, door open warning, filter change reminders, energy management, Accela Ice™, power outages, remote support and more.

GeniusCool™ Technology

Combines digital temperature control, electronic sensors and Multi Air Flow to provide optimum temperature performance.

SlideAway Shelves

Tall items, such as wine bottles and tiered serving trays, can be stored with ease. The SlideAway shelves slide back to create more vertical space so our members don't have to rearrange the refrigerator.

Discover/Solve

How many people are home all day? How would you like a refrigerator that can monitor itself and send information to your phone?

Members who are tech-savvy will appreciate the smart features this item has to offer. By monitoring itself, the refrigerator allows members to have peace of mind that their food will stay fresh.



#74077: Kenmore Elite 29.6 Cu. Ft. French-Door Refrigerator with PreView™ Grab-N-Go Door

Key Features and Benefits



29.6 Cu. Ft. Capacity

Members who have big families or those who like to entertain often can stock up and store more fresh food with this refrigerator's extra-large capacity.

PreView Grab-N-Go Door

This sleek, tinted glass window gives members a clear view of what's inside without having to open the door. This saves time and energy all while maintaining the perfect interior temperature.

CleanFlow Air Filter

The CleanFlow Air Filter circulates air through a charcoal filter to remove food odors, keeping the interior of the refrigerator smelling fresh.



Discover/Solve

How often do you shop for groceries? When shopping, how frequently do you stock up?

If our member's lifestyle requires more food storage, this extra-capacity unit is ideal. Members can use the spacious interior for fresh food and snacks for the kids while using the large three-tier freezer to stock up on meat and frozen food at sale prices.

Notes



KENMORE: Cooking

#42793: Kenmore Elite 6.4 Cu. Ft. Front-Control Electric Range with Active Finish

Key Features and Benefits



Discover/Solve

What kind of cooking ventilation do you have?

This range offers a built-in downdraft vent to clear odors and smoke from the kitchen. It seamlessly blends into the range design. This technology is usually reserved for high-end cooktops, but can now be found on this freestanding range with no need to add a range hood for ventilation.

Built-In Downdraft



The built-in downdraft eliminates smoke and odors in the kitchen by venting outside the house (hookup and installation not included). Members don't need to spend extra on a range hood. This item can be converted to ductless venting with an optional kit.

Accela Heat

Saves members time by eliminating the preheat stage and allowing frozen dishes to cook faster.

Steam Bake

Also available in gas (#42783).

This setting locks in moisture for enhanced, healthy cooking. This method is important for bread baking and slow-cook meat recipes.

#7414x/#9618x: Kenmore 5.4 Cu. Ft. Range with Convection

Key Features and Benefits



Discover/Solve

What kind of cooking do you enjoy? How often do you cook roasts or bake cakes and cookies?

The convection fan helps circulate air throughout the oven for faster and more even baking and roasting than non-convection ovens. This means cookies on the edge of the sheet won't brown before the middle treats are done. Convection also helps cook roasts and bake multiple racks of cookies more quickly.

Fan Convection Oven



A convection fan circulates heated air throughout the oven cavity, eliminating "hot spots" for even baking and roasting on every rack.

9"/6" Dual Element

The easy-to-clean ceramic glass cooktop has a dual burner that flexes from 6" to 9" so members can match the element to their cookware size.

Variable Self-Cleaning Oven with Steam Clean Assist

Electric model available in white (#96182), stainless steel (#96183), bisque (#96184) and black (#96189).

Gas model available in white (#74142), stainless steel (#74143) and black (#74149).

Helps to turn one of the hardest and messiest jobs in the kitchen into one of the easiest, saving time and effort. Members can choose from two-hour to four-hour cleaning. Additionally, Steam Clean Assist uses the power of steam for light, everyday oven cleaning.

KENMORE: Dishwashers

#14542/3/5/9: Kenmore 24" Pocket Handle Dishwasher

Key Features and Benefits



**PowerWave™
Spray Arm**

Gets dishes clean from every direction with sequential jets that sweep dirty dishes clean from not just one, but two sides for more water coverage.

**Removable
Third Rack**

This feature provides members with an extra loading area for large utensils like cooking spoons, spatulas and chef's knives.

Quiet Operation

Operating at just 48 dBA, this dishwasher lets members enjoy conversation without sound disruption.



Discover/Solve

How well does your current dishwasher clean your dishes?

The PowerWave Spray Arm excels at cleaning dirty dishes from not just one, but two sides, unlike other lower spray arms.

Notes



KENMORE: Room Air Conditioning

#77087: Kenmore Elite 8,000-BTU Smart Room Air Conditioner

Key Features and Benefits



Smart Control



With the help of the Kenmore Smart AC™ app, members have the ability to remotely turn their smart room air conditioner on and off, change the temperature, set schedules, control modes and switch fan speeds — providing flexibility and control over their home climate when they are on the go.*

Cooling Capacity and Dehumidification



This air conditioner features a cooling capacity of up to 8,000 BTUs, so members can cool rooms up to 350 sq. ft. This unit also has a dry setting that uses a dehumidifier to help remove excess moisture from the air.

Energy Savings



Additional sizes available:
10,000 BTU (#77107),
12,000 BTU (#77127),
15,000 BTU (#77157),
18,000 BTU (#77187)
and 24,000 BTU (#77247).

Smart technology allows our members to set schedules and to run the AC only when they need to, saving energy and money on utility bills! Plus, this unit is ENERGY STAR® certified, with an excellent Energy Efficiency Ratio (EER) of 12.1 and a Combined Energy Efficiency Ratio (CEER) of 12.0.

Discover/Solve

How important are energy savings to you?

The new Kenmore Elite Smart room air conditioners help save money on utility bills in two important ways. First of all, they are very energy efficient, with an ENERGY STAR certification and CEER ratings of 10.3 to 12.0. Secondly, the built-in smart technology means our members can run it only when it's needed. By remotely shutting it off or turning it down when it's not needed, they can save money and energy on utility bills.

**Remote control and monitoring functionality of Kenmore Smart products requires a smartphone, Wi-Fi router with a continuous home Internet connection and the free app. These devices are not included. Supports iPhone® and Android™ mobile devices. Phone not included with product.*

Notes



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Indicates a Sales Today article is available on this product.



Indicates a Kenmore exclusive item.



Indicates a link to an additional video or other information in the digital version of this guide on Segno Expertise.





Who is LG?

LG (Life's Good) is a global leader and technology innovator in consumer electronics, mobile communications and home appliances. LG manufactures LG products as well as many Kenmore-branded products. Its commitment to technical innovation enhances our members' lives with products that come with great value, promise and personality.

LG offers unique products with cutting-edge designs to help our members create a beautiful, hard-working home so they can spend more time enjoying of what life has to offer. LG provides innovative laundry solutions to give our members the performance and energy efficiency they need. LG's convenient, sleek refrigerators provide our members with simple and organized food storage. With items in laundry, refrigeration and more, LG's award-winning products are setting new standards.

2017 Initiatives at Sears

LG is helping our members create a functional, stylish, energy-efficient home with its collection of innovative appliances designed for the busiest rooms in the home: the laundry room and kitchen. In the laundry room, LG offers award-winning, high-efficiency washers and high-performance dyers as well as ultra-convenient pedestal washers. In the kitchen, LG offers one of the largest, most innovative collections of refrigerators and more, from ranges to dishwashers.

LG Products Featured in the 2017 Sears HA Roadshow



#35492
(WT7200CW)



#35595
(WT1901CK)



#75595
(DLGY1902KE)



#55975
(WD100CK)



#55972
(WD100CW)



#45352
(WM3670HWA)



#89443
(LFXC24796S)



#89437
(LFCS25426D)



#66753
(LRE3193ST)



#17433
(LDP6797ST)

LG: Laundry

#35492 (WT7200CW): LG 5.0 Cu. Ft. Ultra-Large Capacity Top-Load Washer

Key Features and Benefits



Mega Capacity
(5.0 Cu. Ft.)



With the largest capacity top-load washer in its class,* members can wash bigger loads of laundry and do laundry less often.

6Motion™ Technology

Combines up to six different wash motions per cycle that provide members with a revolutionary cleaning experience.

Wi-Fi Capable with Remote Start

Members can monitor their laundry remotely with a convenient smartphone app. It enables members to stop or check the status of their running wash anytime, anywhere.

Discover/Solve

How often do you find your large loads are washed unevenly and you need to wash them again?

LG's 6Motion technology scrubs, filters, swings, rolls, steps and tumbles large loads clean so dirt doesn't have a chance! In fact, this washer also helps eliminate bacteria and is great for members who have allergies.

*Based on manufacturer's published specs of top-load washers with a width of 27" or less.

#35595 (WT1901CK): LG 5.0 Cu. Ft. Front-Control Top-Load Washer with TurboWash®

Key Features and Benefits



Super Capacity
(5.0 Cu. Ft.)



Members can wash a king size comforter and a full set of bedding in a single load! At 5.0 cu. ft. of mega capacity, members will definitely have more room to clean.

Wi-Fi Capable with Remote Start

A convenient smartphone app lets members stop or monitor the status of their laundry whenever and wherever they are.

ColdWash™ Option

ColdWash technology uses cold water and enhanced washing motions to penetrate deep into fabrics, giving members cold water savings with warm water performance.

Discover/Solve

How often do you need to put your other bedding on hold while you wash a single comforter?

With a 5.0 cu. ft. mega capacity, there's plenty of room for members to wash a king size comforter and full set of bedding.

#7/65595 (DLEY1901KE): LG 7.3 Cu. Ft. Front-Control Top-Load Dryer with EasyLoad™ Door

Key Features and Benefits



Discover/Solve

How often do you need to freshen items quickly so they're ready to wear?

Steam technology refreshes and reduces wrinkles in up to five garments at a time in just 20 minutes! Members can also safely sanitize their delicate items in the dryer.



7.3 Cu. Ft. Capacity

With 7.3 cu. ft. of capacity, this dryer handles really large loads. Plus, with a capacity like this, members will need to do laundry less often.

EasyLoad Door

The dual-openings of the LG EasyLoad door make loading and unloading the dryer easier than ever.

Steam Technology

There's no clean like a steam clean. LG's steam technology gently, but powerfully, penetrates fabrics to virtually eliminate dirt, odors and wrinkles.

#55972/5 (WD100CK/W): LG SideKick™ Pedestal Washer (Part of the LG TWINWash™ System)

Key Features and Benefits



Discover/Solve

How often do you wish you could do two loads of laundry at once?

When members add LG's SideKick pedestal washer to their LG TWINWash washer, they can do just that. Members can load heavy or bulky items in the larger washer and smaller or delicate items in the SideKick and wash both loads at the same time.



Built-In Convenience

By adding the ingenious LG SideKick pedestal washer to their LG TWINWash compatible washer, members can tackle two loads of laundry, both small and large, at the very same time.

1.0 Cu. Ft. Capacity

The LG SideKick is specially designed for small, custom-care laundry loads. Members can wash days of sweat-laden gear now, rather than waiting for a full load in their regular washer.

Specialty Cycles



With special cycles for intimates, hand wash and active wear, members can get a thorough clean as well as proper fabric care for their items. There's even a convenient Tub Clean cycle to keep members' LG SideKick fresh.

#45352 (WM3670HWA): LG 4.5 Cu. Ft. Ultra-Large Capacity Front-Load Washer with Steam

Key Features and Benefits



**Ultra-Large
4.5 Cu. Ft.
Capacity Washer
with 6Motion
Technology**



The ultra-large capacity (4.5 cu. ft.) tub lets members do more laundry in fewer loads. This saves them time and helps preserve their backs! Plus, members can take advantage of the innovative 6Motion technology, which combines up to six different wash motions in each cycle. It offers a smart and revolutionary cleaning experience with great results!

**Steam
Technology
Allergiene™
Cycle**

Steam technology gently, but powerfully, penetrates fabrics to virtually eliminate dirt, odors and wrinkles. If members suffer from allergies, point out that the Allergiene cycle uses the power of steam to gently remove over 95% of pet dander allergens from even the most delicate fabrics.

**Extra-Wide Door
Opening**

With its extra-wide door opening (15% larger than typical openings), members will find loading and unloading this washer is easier than ever.

Discover/Solve

How often do you need to re-position items in the washer to make sure they get fully cleaned?

Not only does this washer have an ultra-large capacity, items are agitated in six different motions to make sure that every item is fully washed.

Notes



LG: Refrigerators

#89443 (LFXC24796S): LG 24 Cu. Ft. French-Door Refrigerator with InstaView™ Door-in-Door®

Key Features and Benefits



Discover/Solve

How often do you see family members “shopping” the refrigerator, letting cold air out?

The InstaView Door-in-Door sleek tinted glass panel illuminates with two quick knocks, so members can see inside the refrigerator without opening the door.



InstaView Innovation

With two quick knocks on the tinted glass panel, members can see inside their refrigerator without opening the door! This feature also helps keep the cold air in so food stays fresher for longer.

Counter-Depth Design

Provides a more streamlined look, because the refrigerator won't protrude past the counter. This style also offers convenient access and unique storage options.

Smart Cooling Plus® System



With this system, members will find it easy to maintain superior conditions within the refrigerator. The linear compressor and dual evaporators react quickly to humidity and temperature levels and help keep food fresh. Strategically placed vents in every section help to surround members' food with cool, fresh air.

#89437 (LFCS25426D): LG 25.4 Cu. Ft. Three-Door French-Door Refrigerator

Key Features and Benefits



Discover/Solve

How much time do you spend repositioning items in your refrigerator so everything fits?

This refrigerator has lots of space for members' refrigerated items, but more importantly, is designed for easy organization. Members and their families can easily locate items and store them where they will stay freshest.



LG Black Stainless Steel Series

This finish instantly elevates members' kitchens by adding warmth and sophistication. The unique, smooth satin surface is also fingerprint and smudge resistant to help ensure lasting good looks.

Smart Cooling® System

Controls airflow, temperature and humidity to help keep members' food fresh. Two humidity crisper drawers and a full-width Glide N' Serve® pantry drawer gives members easy access to frequently used items.

10-Year Manufacturer's Limited Warranty on Linear Compressor



Because LG's Linear Compressor motor uses fewer moving parts and operates more efficiently, LG confidently backs the motor with a 10-year limited warranty, providing members with peace of mind.

LG: Cooking

#66753 (LRE3193ST): LG 6.3 Cu. Ft. Electric Single Oven Range with True Convection and EasyClean®

Key Features and Benefits



6.3 Cu. Ft. Capacity



Large enough to handle the cooking needs of our members' families, whether it's an everyday meal or a Thanksgiving feast.

LG's True Convection

Distributes continuous, precise heat so food is moist and delicious on the inside and crisp on the outside. Convection is also known for its even heating, so members don't need to rotate roasts or limit themselves to cooking one sheet of cookies at a time. Convection provides reliable, thorough results.

LG EasyClean

In three easy steps and 10 quick minutes, our members can enjoy a sparkling clean oven. They simply spray the oven interior with water, press EasyClean and then in 10 minutes, wipe away any leftover grime. This provides a more natural way to clean the oven without any chemicals.

Discover/Solve

How often do you wish your current oven was a bit bigger?

Members who have a large family and/or entertain often will appreciate the 6.3 cu. ft. capacity of this oven. They won't have to worry about fitting that big lasagna pan or large turkey — this oven gives them room to spare.



Notes

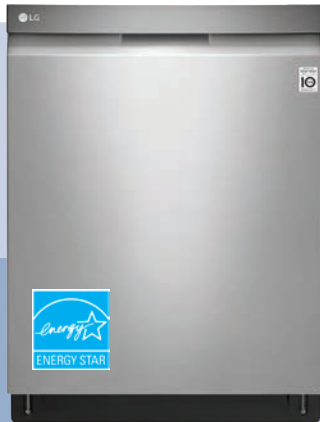
LG: Dishwashers

#17433 (LDP6797ST): LG Top-Control Dishwasher with QuadWash™ and EasyRack™

Key Features and Benefits



QuadWash



Multi-motion spray arms provide maximum coverage to get items clean in one wash. Members don't have to worry about running dishes through another cycle or scraping off food deposits after the cycle finishes.

Height-Adjustable Third Rack

Gives our members more space to fit everything from long flatware to small espresso cups. It's perfect for those small items that are typically hand-washed because there isn't an ideal space in a two-rack dishwasher.

LoDecibel™ Operation (44 dB)

LG's technological advances, like the Inverter DirectDrive motor and the advanced three-stage filtration system, were designed with quiet in mind. Members won't have to worry about the dishwasher disrupting kitchen conversations.

Discover/Solve

How often do you notice food particles on your dishes after your dishwasher cycle has finished?

LG's unique QuadWash system sprays water at multiple angles and pressures to reach into every dish and ensure a thorough clean every time.

Notes





Who is Electrolux?

Electrolux manufactures three iconic brands at Sears including Electrolux, the Frigidaire® family and many Kenmore-branded products.

Offering a full line of kitchen and laundry appliances, Electrolux is inspired by its expertise in designing professional products for the world's best chefs and five star hotels.



Electrolux is invested in North America. With its Innovation Center, Design, Research/Development, Sales, Marketing, Manufacturing, Customer Service and Distribution departments all located in North America, Electrolux's infrastructure provides speed to the market and true market innovation.

- EC Corporate Office and Customer Engagement Center
- ▲ Design Center and R&D Centers
- Manufacturing Plants
- Regional Distribution Centers



2017 Initiatives at Sears

According to a **houzz.com** survey, 64% of homeowners would consider switching to black stainless. With this growing trend, Frigidaire and Frigidaire Gallery® provide members with black stainless options on many of their kitchen items.



Also this year, Electrolux proudly debuts new suites of Frigidaire and Frigidaire Gallery kitchen appliances with a fresh, new look that is bound to turn heads on your sales floor. But these beauties aren't "just another pretty face" ... they're designed and engineered to deliver performance and superior value in every category.



Electrolux and Frigidaire Products Featured in the 2017 Sears HA Roadshow



ELECTROLUX: Laundry

#27212 (FFTW412OSW): Frigidaire 4.1 Cu. Ft. High-Efficiency Top-Load Washer

Key Features and Benefits

FRIGIDAIRE



Large 4.1 Cu. Ft. Capacity Tub



Enables members to fit more into every load, so there are fewer loads and more time saved for members.

12 Wash Cycles

Features 12 wash cycles to meet all of our members' washing needs such as delicate, hand wash, heavy duty and more.

Max Fill Option

Some members prefer more water in their wash load, so when selected, this option adds extra water to the cycle. It also increases the duration of the wash cycle for a great clean.

Discover/Solve

How many cycles does your current washer have? How often do you wish there was another cycle for a different specific need?

Twelve wash cycles provide an answer to all of our members' laundry cleaning needs, from delicates to heavy duty. No matter their challenge on laundry day, they can find a cycle to help them clean the way they want.

#77212 (FFRG412OSW): Frigidaire 6.7 Cu. Ft. Gas Dryer

Key Features and Benefits

FRIGIDAIRE



Extra-Large Capacity Stainless Steel Drum



Matches the extra-large capacity washer so members can fit more in every load.

10 Dry Cycles and Quick Dry Cycle

Ten dry cycles include bulky, casual, sanitize and more so our members can choose the best cycle for each load.

Electronic Controls

These easy-to-use electronic controls offer a digital readout and cycle status lights. Members can see the washer's progress with just a glance.

Discover/Solve

After washing a large load, how long does the dry cycle take? How often do you find that items don't come out completely dry?

Because of the drum's large capacity, laundry has plenty of space to effectively tumble dry. The stainless steel drum also retains heat, which aids in drying cycles.

Also available in electric (#67212).

#48935 (EFLS617TT): Electrolux Perfect Steam Washer with SmartBoost® Technology

Key Features and Benefits



SmartBoost and LuxCare™



SmartBoost technology works on all cycles. It premixes detergent with water before the cycle starts to evenly distribute the detergent, giving our members' laundry a thorough clean. Meanwhile, LuxCare offers even more cleaning power by combining an improved third pump wash action, temperature control and smart load sensing.

StainSoak™

To make stain removal easy, members can choose from three stain options: any stain, blood or chocolate.

Reversible Washer Door

Offers versatile installation options.

Discover/Solve

How often do you find that your washer did not clean and brighten your laundry properly?

SmartBoost technology premixes the wash water with detergent and heats it in a separate chamber before spraying it directly onto fabrics. The result is a deep, even clean with effective stain removal. LuxCare goes above and beyond typical laundry care, offering an improved third pump wash action, temperature control and smart load sensing to eliminate guesswork for our members and provide outstanding washing performance.

Notes



ELECTROLUX: Refrigerators

#81386 (FFTR2021TD): Frigidaire 20.4 Cu. Ft. Black Stainless Steel Top-Mount Refrigerator

Key Features and Benefits

FRIGIDAIRE



Discover/Solve

How often do you need to “touch up” the surface of your refrigerator to eliminate smudges and fingerprints?

Members can reclaim the time they spend chasing after fingerprints with this Smudge-Proof black stainless steel refrigerator. Plus, the rich, black finish instantly updates members' kitchens and when needed, cleans up easily.

**Smudge-Proof™
Black Stainless
Steel**

A stylish, new finish with an easy-to-clean fingerprint-resistant surface that beautifully blends practicality with style.

Clear Dairy Bin

Makes it easy for members to keep foods like butter, cheese and yogurt organized.

**Store-More™
Humidity-
Controlled
Crisper Drawers**

Members' fruits and vegetables will stay fresher for longer in these humidity-controlled crisper drawers.



Also available in white (#81382), stainless steel (#81383) and black (#81389).

Notes



ELECTROLUX: Cooking

#81837 (FGGF3036TD): Frigidaire Gallery 5.0 Cu. Ft. Gas Freestanding Range

Key Features and Benefits

FRIGIDAIRE
GALLERY.



**Smudge-Proof™
Black Stainless
Steel**



A stylish, new finish with an easy-to-clean fingerprint-resistant surface.

**One-Touch
Self Clean**

Puts oven cleaning at members' fingertips. Self-clean options are available in two-, three- and four-hour cycles.

Steam Cleaning

Lets members give their oven a light cleaning that's chemical and odor free in just 30 minutes!

Also available in white (#81832) and stainless steel (#81833).

Discover/Solve

How often would you like to clean your oven versus how often you really clean it?

With the touch of a finger, members can activate self-cleaning that eliminates the time and mess of conventional cleaning. Plus, members can choose from several cycle durations to match their schedules.

#81797 (FGMV176NTD): Frigidaire Gallery 1.7 Cu. Ft. Over-the-Range Microwave

Key Features and Benefits

FRIGIDAIRE
GALLERY.



**Smudge-Proof
Black Stainless
Steel**



Because of its fingerprint-resistant surface, members can spend less time cleaning and more time enjoying their microwave's beautiful black stainless finish.

Sensor Cooking

Also available in stainless steel (#81793).

Automatically adjusts power levels and cooking times so members can effortlessly cook a variety of items.

Over 30 Options

Between meals, members can use settings that include chicken nuggets and snacks.

Discover/Solve

How often is the food that comes out of your microwave rubbery or dry and overcooked?

This microwave offers sensor cooking that automatically adjusts the power level and cooking times by sensing the moisture level in food, ensuring great tasting results.

#81823 (FGEF3036TF): Frigidaire Gallery 5.4 Cu. Ft. Electric Stainless Steel Freestanding Range

Key Features and Benefits

FRIGIDAIRE
GALLERY.



Frigidaire Gallery Style Updates



In addition to an edge-to-edge designed glass door, updated badge and easy-to-read graphics, members will be impressed with this range's distinctive knobs and updated cooktop graphics.

Quick Bake Convection

Members can bake faster and more evenly.

Steam Cleaning

In only 30 minutes, members can use steam to give their oven a light cleaning that's chemical free, odor free and fast!

Also available in white (#81822) and black (#81829).

Discover/Solve

How often do you wish that you could bake or roast faster, without undercooking or overcooking?

Quick Bake Convection lets members bake and roast evenly and faster — up to 25% faster! That can translate to making more cookies in less time, or serving a succulent roast for last-minute guests!

#81803 (FFEF3051TS): Frigidaire 4.9 Cu. Ft. Electric Freestanding Range

Key Features and Benefits

FRIGIDAIRE



Frigidaire Style Updates



Members will love the sleek, new handle, updated badge and control panel graphics. This range also features updated knobs and an integrated drawer handle for a streamlined look.

Quick Boil Element

With two 3,000-watt elements, it takes little time for members to get a fast boil or a high-heat sear.

SpaceWise® Expandable Element

Flexible cooking element expands from 6" to 9" to fit members' cookware.

Also available in white (#81802) and black (#81809).

Discover/Solve

How often does it seem like the longest part of making a meal is boiling the water or getting the heat high enough for a quick sear?

Quick Boil offers two powerful elements so members can get boiling and searing done faster.

ELECTROLUX: Dishwashers

#15037 (FGID2466QD): Frigidaire Gallery Black Stainless Steel Dishwasher

Key Features and Benefits

FRIGIDAIRE
GALLERY



**Smudge-Proof™
Black Stainless
Steel**

This beautiful, new, fingerprint-resistant finish looks cleaner for longer and it's easy to clean.

SaharaDry™

With fan-assisted SaharaDry, there's no need for members to towel-dry dishes before putting them away.

**OrbitClean®
Wash System**



Members can remove stubborn, baked-on foods in one cycle with four times more water coverage* for a thorough clean.

Operates at 52 dBA.
Also available in white (#15032),
stainless steel (#15033)
and black (#15039).

Discover/Solve

How often does your family leave dishes in the dishwasher because no one wants to dry them?

This dishwasher offers SaharaDry, which uses a fan to get all dishes dry before the dishwasher cycle ends. This feature lets members put away their clean dishes right away, with no fuss.

*Than a traditional lower spray arm.

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GE Appliances

Members who choose GE® can buy with confidence. GE offers over 125 years of innovation and is committed to continuing that legacy.

Beyond innovation, each GE Appliance collection has a distinct appearance and personality, so it's easy to find a suite that suits each member's style.

- The restaurant-inspired design of **GE Café™** is a dream come true for members who live in the kitchen.
- Designed with modern style and clean lines, **GE** and **GE Profile™** provide a streamlined look that easily blends with members' kitchens.
- Starting out, trading up or settling down — members can create a space for the life they lead right now with **Haier** appliances.

Made in America

All GE appliances are designed, engineered and hand-assembled with passion and care by thousands of dedicated Americans in five U.S. locations. So, when members choose GE Appliances, they're investing in the livelihood of fellow American families and their local economy.



Haier and GE Appliances featured in the 2017 Sears HA Roadshow



#24312
(GTW460ASJWW)



#64312
(GTD42EASJWW)



#TBD
(HRF15N3AGS)



#TBD
(GFE28GBLTS)



#82143
(HCR2250AGS)



#80903
(HMV1472BHS)



#82498
(CGS995EELDS)



#82707
(PGS960EELES)



#82663
(JGSS66SELSS)



#82643
(JS760SLSS)

GE APPLIANCES: Laundry

#24312 (GTW460ASJWW): GE 4.2 Cu. Ft. Top-Load Washer with Stainless Steel Tub

Key Features and Benefits



Deep Fill

Members can customize their water-fill levels with the touch of a button. They can add a little extra or fill the tub to wash the way they want.

Dual-Action Agitator

Powerful reversing wash action rotates the laundry for a thorough clean every time.

PreciseFill with Four Water Level Selections

Members can select their preferred load size for the desired water level or let the machine automatically sense the load and add the amount of water needed to ensure great cleaning results.

Discover/Solve

Have you ever wanted the flexibility to add more water to wash large or bulky laundry items when you felt it was needed?

Deep Fill provides an easy way to add more water to the wash basket. Members just press and hold the button once for three extra gallons. They can hold it for three seconds and get a maximum fill of 26 gallons.



#64312 (GTD42EASJWW): GE 7.2 Cu. Ft. Capacity Electric Dryer with Aluminized Alloy Drum

Key Features and Benefits



Up to 120 Ft. Venting Capability

Provides flexible installation.

Auto Dry

For clothes that come out feeling and looking great, this setting monitors the air temperature to set the optimal drying time.

Aluminized Alloy Drum

Improves energy efficiency and resists corrosion.

Discover/Solve

Where will this dryer be placed? In what kind of dwelling do you live?

This dryer is great for renters or multi-dwelling units because it can vent up to 120 feet, which provides more flexibility in longer vent installations. It also accommodates one 90-degree turn, which would otherwise reduce allowable vent length.



GE APPLIANCES: Refrigerators

#TBD (HRF15N3AGS): Haier 15 Cu. Ft. French-Door Refrigerator

Key Features and Benefits

Haier



LED Lighting

Provides long-lasting, clear bright light while using less energy than incandescent lighting.

Sabbath Mode Functionality

Designed to disable functions in accordance with Sabbath-observing practices.

Quick Cool and Quick Freeze Functions

Accelerate the cooling and freezing of newly stored foods and protect those already refrigerated or frozen.



Discover/Solve

How often do you lose items in your current refrigerator?

The bright LED lighting casts a clear light throughout this sleek, contemporary French-door refrigerator. It makes it easy for members to find what they need.

#TBD (GFE28GBLTS): GE 27.8 Cu. Ft. French-Door Refrigerator

Key Features and Benefits



Second Icemaker Option

Members can always have extra ice on hand with an optional second icemaker in the freezer. GE IM5D kit sold separately (#03008).

Advanced Water Filtration

Reduces trace pharmaceuticals from water and ice.* Uses RPWFE replacement filter.

Showcase LED Lighting

Positioned throughout the interior and under fresh food doors to spotlight foods inside the refrigerator and in the freezer.



Discover/Solve

How often do you need more ice than your current icemaker can provide?

Members who have a large family or entertain often will want to take advantage of the optional second icemaker in the freezer. They'll always be ready for long summer days and impromptu get-togethers.

*Removes 98% of ibuprofen, atenolol, fluoxetine, progesterone and trimethoprim. These pharmaceuticals are not necessarily in all users' water.

GE APPLIANCES: Cooking

#82143 (HCR2250AGS): Haier 24" Gas Range Stainless

Key Features and Benefits

Haier



Gas Fan Convection

Includes a rear fan to distribute hot air throughout the oven for fast, even baking.

Triple-Ring Burner with Wok Ring Included

Delivers intense heat for high-output cooking performance.

Heavy-Duty, Continuous Cast Iron Grates

Allow easy movement of cookware while providing even heat distribution with great heat retention.



Discover/Solve

How familiar are you with convection cooking?

Because convection cooking uses a fan to distribute hot air throughout the entire oven cavity, food is cooked evenly and quickly. This means members can thoroughly heat up a roast and precisely bake multiple sheets of cookies without worrying that one part of the oven is hotter than another.

#80903 (H MV1472BHS): Haier 24" Microwave Hood Combination Stainless

Key Features and Benefits

Haier



Sensor Cooking

Adjusts cooking time and power level automatically, ensuring food is cooked to the ideal temperature based on internal moisture.

Hidden Vent

Gives the microwave a sleek exterior appearance while making it easy to clean.

Ten Power Levels

Offers member flexibility with a variety of power levels to accommodate all their cooking needs.



Discover/Solve

How often do you overcook or undercook food in your current microwave?

Sensor cooking puts an end to microwave guesswork. The cooking time and power level are automatically adjusted, so members can rest assured that their food is cooked to the ideal temperature.

#82498 (CGS995EELDS): GE Café 30" Slide-In Front-Control Gas Double Oven with Convection Range

Key Features and Benefits



Edge-to-Edge Grates, Six Burners and Integrated Griddle

An industry exclusive,¹ this 30" range offers six burners! Our members can experience the versatility and flexibility they need to cook like a pro — the possibilities are endless!

Cast Iron Integrated Griddle

From grilled cheese to pancakes to quesadillas, members can do it all right on the cooktop.

FIT Guarantee

Members can replace their old 30" freestanding range with a new 30" slide-in model. GE slide-in ranges are guaranteed for an exact fit to make replacement easy.

Discover/Solve

How often have you found yourself juggling which burners to use to accommodate pots and pans of varying shapes and sizes?

The large edge-to-edge cooktop surface with six powerful burners can accommodate multiple pots and pans of various sizes to provide that next level of cooking versatility that aspiring or seasoned cooks want.



¹According to GEA analysis.

#82707 (PGS960EELES): GE Profile 30" Slide-In Front-Control Gas Double Oven Convection Range

Key Features and Benefits



6.7 Cu. Ft. Total Double Oven Capacity

An upper everyday oven preheats quickly while the larger lower oven is perfect for dinner parties and large meals.

Edge-to-Edge Cooktop

A large, continuous cooking surface gives members extra room for pots and pans of all sizes and allows members to easily move cookware from burner to burner.

21,000-BTU Multi-Ring Burner

This versatile burner creates intense heat that is perfect for searing, frying and sautéing.

Discover/Solve

How often do you find yourself waiting for one dish to finish cooking in the oven so you can change the temperature and cook a second one?

This GE Profile slide-in range features two separate, independently controlled ovens with True European Convection with Precise Air. Members can simultaneously prepare multiple dishes, saving them precious time in the kitchen.



#82663 (JGSS66SELSS): GE 30" Slide-In Front-Control Gas Range

Key Features and Benefits



FIT Guarantee

GE slide-in ranges are guaranteed for an exact fit to make replacement easy — members can update their old 30" freestanding range with a 30" slide-in model.

Edge-to-Edge Cooktop

A large, continuous cooking surface gives members extra room for pots and pans of all sizes and enables them to slide cookware from burner to burner.

Two 15,000-BTU Power Boil Burners

Members can steam their favorite veggies on one burner while searing a steak on the other.



Discover/Solve

How would you like to give your kitchen an instant remodel with a new slide-in range?

With the FIT Guarantee, members can easily update their range with this slide-in gas range. Also, because GE's ranges have finished sides, the range will look completely at home no matter where it's located in the kitchen. This makes it even easier to replace an old freestanding range.



#82643 (JS760SLSS): GE 30" Slide-In Electric Convection Range

Key Features and Benefits



Edge-to-Edge Cooktop with Five Elements

A large, smooth, continuous cooking surface gives members extra room for pots and pans of all sizes and makes cleanup easy.

Dual Heating Elements

Two heating elements in one offer flexibility in the 12"/9" element and 9"/6" Power Boil element.

True European Convection with Precise Air

Accurate heat circulation ensures evenly baked foods.



Discover/Solve

On your current electric range, how frequently do you find that you are using all of the elements and trying to make it work for whatever size pot or pan you may have?

This slide-in electric range delivers cooking flexibility in a five-element cooktop with two dual elements (12"/9" and 9"/6"), two 6" elements and a warming zone in the center. Also, the smooth edge-to-edge surface makes it easy for members to transfer cookware from one element to another and quickly clean up spills and splatters.



HAIER APPLIANCES AND GE APPLIANCES FINISHES

Haier Appliances

Haier appliances will fit any member's stage of life — starting out, trading up or settling down — as well as the shape of the life they are living. Ideally suited for small-space areas such as urban dwellings or older apartments, they're also great for an add-on living area for kids or parents, or a vacation-oriented area such as a cabin or RV.



Finishes

There is a wide range of GE Appliances finishes available to our members so they can select the finish that most appeals to them and their sense of style. Stainless steel offers a shining, tough classic.

GE Slate is a rich, elegant matte look that hides fingerprints and holds magnets. GE Black Slate is an extension of the highly sought-after Slate finish and is exclusively available on select GE Café items. The deep charcoal color perfectly complements the stainless steel, chef-inspired accents. The matte finish hides fingerprints and virtually eliminates smudges, keeping appliances looking clean.

In late summer 2017, GE Appliances is introducing its newest glossy black finish: black stainless steel. A complete suite of approximately 50 models will be available in GE and GE Profile brands. Black stainless is a bold, reflective, polished finish, sleek and contemporary in appearance.

GE Appliances is excited to offer this great glossy black stainless finish in addition to its matte Slate finishes. And like the Slate premium finishes, black stainless also resists fingerprints. This gives members yet another finish to meet evolving needs in kitchen design.



Stainless Steel



Black Stainless



Black Slate



Slate

SAMSUNG

Samsung Appliances

Samsung has been a true innovation leader with features like FlexWash™, FlexDry™, activewash™ and AddWash™ in its laundry products. Refrigeration boasts the Family Hub™ and Flex™ Door refrigerators. In cooking, Samsung offers an incredibly flexible double oven range. It has a warming drawer in addition to the two ovens, and the divider between the two ovens can be removed to create one large oven.

Ratings and Awards

Samsung is the No. 1 brand in the home appliance industry (according to TraQline™) and continues to be the fastest-growing home appliance brand in the U.S.

Samsung has also won the No. 1 rating from J.D. Power in laundry since 2008 (dryers), No. 1 since 2009 in front-load washers, two consecutive years for top-load washers, 10 of the last 12 years in refrigeration, dishwashers in 2016 and ranges two out of the last three years.

Samsung Appliances Featured in the 2017 Sears HA Roadshow



#46905
(WV60M9900AV/A5)



#86905
(DVE60M9900V/A3)



#36915
(WA54M8750AV/A4)



#36515
(WA52M7750AV/A4)



#84447
(RF265BEAESG/AA)



#84143
(RF28K9070SR)



#64933
(NX58H5600SS)



#17153
(DW80M9550US/AA)

SAMSUNG: Laundry

#46905 (WV60M9900AV): Samsung FlexWash Washer

Key Features and Benefits

SAMSUNG



Discover/Solve

How many times a week do you wash delicate items? How often do you have small loads of clothes to wash?

FlexWash lets members wash two separate loads at the same time. Because delicate items or small loads can be washed at the same time as the regular laundry, members can cut down on time spent in the laundry room.

FlexWash



One machine, two washers. Members can wash two separate loads at the same time. Offers 6.0 cu. ft. of total capacity; 5.0 cu. ft. in the front-load machine and a 1.0 cu. ft. capacity in the top-load machine. For added convenience, they only use one hookup.

Super Speed

Members can wash a normal load in as little as 30 minutes with no loss of cleaning performance.

Steam Wash



Uses the power of steam to remove stains without pre-treatment chemicals.

Only the main washer is ENERGY STAR® qualified.

Also available in white.

#8/96905 (DVE60M9900V): Samsung FlexDry Dryer

Key Features and Benefits

SAMSUNG



Discover/Solve

How long does it take you to flat dry sweaters and delicates as compared to your everyday items?

FlexDry makes it easy for members to flat dry their delicates independently from the main load. Flat drying is quicker than air-drying delicates on hangers or clothes racks, and members can dry a load of whites in their large dryer while they flat-dry delicates.

FlexDry



With two dryers in one machine, members can flat dry delicates, sweaters, blouses, etc. separately from normal fabrics.

Multi-Steam Technology

Steams away wrinkles, odors, bacteria and static.

Vent Sensor

Detects duct blockages and indicates when the vent needs cleaning.



Only the main dryer is ENERGY STAR® qualified.

Also available in white.

#36915 (WA54M8750AV): Samsung activewash Washer, Mid Control

Key Features and Benefits

SAMSUNG



Discover/Solve

How would you like to eliminate the mess of pre-soaking and pre-treating fabrics?

This washer has a built-in sink on the lid so members can pre-treat or soak fabrics without moving items from a separate sink to the laundry area.

activewash

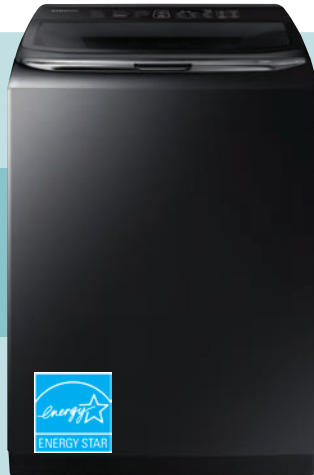
Built-in sink allows pre-treating in the washer lid, no need for a separate sink for soaking.

5.4 Cu. Ft. Capacity, Standard Configuration

Largest capacity in its class.*

Steam Wash

Uses the power of steam to remove stains without pre-treatment chemicals.



Also available in white.



#36515 (WA52M7750AV): Samsung activewash Washer, Rear Control

Key Features and Benefits

SAMSUNG



Discover/Solve

How many times have you skipped the extra steps of pre-soaking and pre-treating because it's too much of a pain?

With Samsung activewash, members can use a sink that's built into their washer, making soaking and pre-treating easy and extra convenient.

activewash

Built-in sink allows members to pre-treat fabrics in their washer, no need for soaking in a separate sink.

Steam Wash

Uses the power of steam to remove stains without harsh chemicals.

VRT Plus™ Technology

Reduces vibration noise by 40% when compared to standard VRT, providing quiet washing.



Also available in white.



*Based on USDOE/EPA listing 27"-width top-load washer as of 12/2016.

SAMSUNG: Refrigerators

#84447 (RF265BEAESG): Samsung Family Hub Refrigerator

Key Features and Benefits

SAMSUNG



Food Management



Three built-in cameras enable members to see inside their refrigerator from anywhere, making it easy for on-the-go shopping lists.

Family Connection

The refrigerator is an ideal place for notes and grocery lists, since the kitchen is typically the central meeting place in the home. This refrigerator readily displays notes and lists, and photo sharing and family calendars are available in one convenient place on the 21.5" touch screen.

Entertainment

Members can stream music, watch videos and access other information right in the kitchen.

Discover/Solve

How often do you go grocery shopping and either forget an item or accidentally bring home something you already have?

With three built-in cameras, members can see inside their refrigerator and take stock of contents from virtually anywhere.

#84143 (RF28K9070SR): Samsung Four-Door Flex Door Refrigerator

Key Features and Benefits

SAMSUNG



FlexZone™



The bottom-right door converts to a refrigerator or freezer, depending on what our members need. This maximizes fresh and frozen food storage space, and there are four customizable temperature settings available.

Triple Cooling

This premium cooling system provides precise temperature control in all three zones using three evaporators.

Large Capacity

The 28 cu. ft. large capacity Flex has enough room to fit up to 28 bags of groceries.

Discover/Solve

How often do you wish you had additional freezer space?

The Flex door can serve as additional refrigerator or freezer space, depending on member needs. If they don't need the extra freezer space, the Flex door will allow them to have additional fresh food space.

SAMSUNG: Cooking

#64933 (NX58H5600SS/AA): Samsung 5.8 Cu. Ft. Freestanding Gas Convection Range with Griddle

Key Features and Benefits

SAMSUNG



Convection Cooking



Cooks food quickly and thoroughly with a heated fan system that is great for baking and broiling. Temperature is distributed thoroughly so food cooks evenly.

Stovetop Griddle Included

Members can enjoy versatile cooking with the removable stovetop griddle that lets them cook a variety of breakfast foods or multiple grilled sandwiches.

Flexible Cooktop

A specialized five-burner gas cooktop ensures that members can simultaneously cook multiple dishes using different-sized pans. For added convenience, the middle oval burner can be used for oversized pots and pans.

Discover/Solve

How often are you disappointed with your baking or broiling results due to uneven cooking?

The convection feature of this range uses a fan system to deliver fast, even heat throughout the oven, making it perfect for baking and broiling.



Notes

SAMSUNG: Dishwashers

#17153 (DW80M9550US/AA): Samsung Top-Control Dishwasher

Key Features and Benefits



Discover/Solve

How often does your current dishwasher leave you with dishes that need additional cleaning?

WaterWall 2.0 ensures that dishes come out of the dishwasher incredibly clean. By maintaining maximum pressure throughout the wash, dishes are cleaned and rinsed thoroughly.

Powerful and Targeted Cleaning



The WaterWall™ 2.0 linear wash system has a powerful, streaming wall of water that delivers remarkable cleaning results and maintains maximum pressure throughout the wash. To offer even more cleaning power, the Zone Booster uses custom settings to target different zones of the dishwasher.

AutoRelease™ Door

Automatically opens at the end of a cycle to allow steam to escape. (A fan creates a curtain of air to protect countertops.) The AutoRelease door results in up to 35% better drying results when compared to leaving the door closed.

Quiet Operation

At just 42 dBA, this dishwasher is exceptionally quiet.

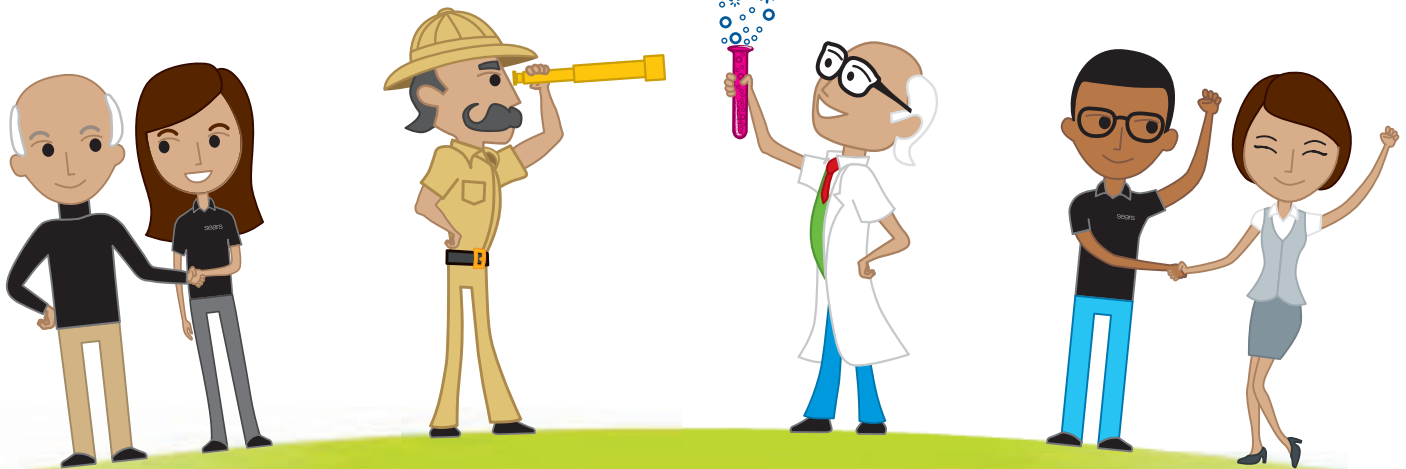
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Indicates a Sales Today article is available on this product.



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Indicates a link to an additional video or other information in the digital version of this guide on Segno Expertise.



INTEGRATED MEMBER EXPERIENCE

Improving the shopping experience by integrating digital services is what the Integrated Member Experience is all about. With SHOPsears, Shopping Recap, Lead Management System, Meet with an Expert, Store2Home, In-Vehicle Pickup and more, Sears seeks to give our members a WOW experience. Integrated retail processes give you an edge by providing the tools you need to effectively connect with the member both in person and online.



Key Action 1

Help Duress members find the in-store item that is best for them.

Selling Tools for Success

Identify the member segment and product needs through **DISCOVER** questions. Once you have identified a Duress member, use the **SHOPsears Real Time Availability** tool, which can be used to find in-store items while interacting with the member.



Key Action 2 Create a digital relationship with our members.



Selling Tools for Success

Every time a member discusses a product with you but decides not to purchase that day, or if the member purchases an item that has a complementary item available (i.e. kitchen suite), you should offer a **Shopping Recap** for the items you discussed.



Did You Know? You will receive full commission if the member makes an online purchase within 90 days using the same email address for any item within the same line of the product(s) included within the Shopping Recap. Always ensure you have accurate member information in the Shopping Recap and use the SYW lookup whenever possible.



Key Action 3

Follow up with members who have not made a purchase.

Selling Tools for Success

Use the **Lead Management System** to view priority Leads, Meet with an Expert requests and potential sales. Use the information you entered when creating the Lead to make a **follow-up** call to the member.

MEMBER	PHONE NUMBER	FOLLOW-UP	OPPORTUNITY	TYPE	STATUS
Mary Smith	888-866-8888	11/17 2:00PM	\$0.00	MWE	Not Accepted
John Smith	847-867-6309	11/19 11:00 AM	\$0.00	MWE	Scheduled
Michael Joseph	773-293-7884	10/12	\$899.99	LEAD	Recap Opened
Kevin Erley	847-286-0283	11/17	\$949.99	LEAD	Recap Sent
Keith Dobbin	847-286-7715	11/20	\$1,899.99	LEAD	Recap Sent
Tommy Lucas	847-286-7090	11/25	\$279.99	LEAD	Recap Sent

Did You Know? These are extra dollars on the table that you can earn.

HOME SERVICES

The Protection Agreement (PA) is an item that should always be included in every sale. This Guaranteed Best Protection offers our members extra value when purchasing a home appliance. In addition to the Protection Agreement, Home Services also offers the Take The Lead program to connect members with our extensive range of home improvement services. Both items mean extra commission for you and a WOW experience for members.



Key Action 1

Early in the MFE process, plant the Protection Agreement benefit in the member's mind.



Selling Tools for Success

During the **DISCOVER** phase, connect the desired product with the coverage. ("Remind me to tell you about our food loss reimbursement with a Protection Agreement.")



Key Action 2 Show members the benefits of the Protection Agreement and help them understand its value.

Selling Tools for Success

The chances of selling a PA increase when you use these

Three Vital PA Behaviors to present the **PA Brochure**:

- 1 Place the brochure in the member's hands.
- 2 Point out the "6 More Reasons" benefits.
- 3 Use the comparison grid to overcome objections.

Remember to **use "Which means..." transitional phrases** so members can understand what each benefit means for them.



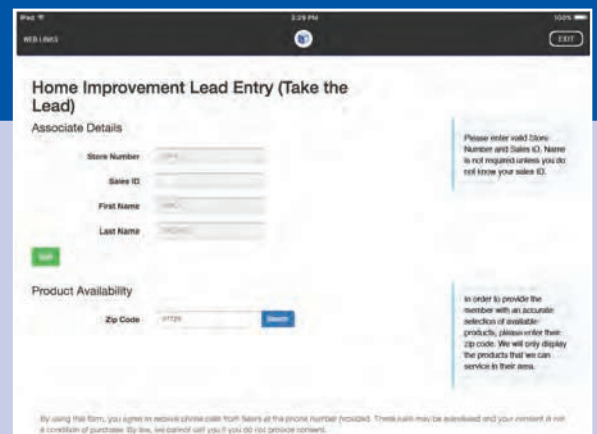
Key Action 3

Create a Home Improvement Services Lead



Selling Tools for Success

During the **DISCOVER** phase, determine if the member would be interested in a FREE in-home consultation. Check the member's **ZIP code in SHOPsears** to confirm that services are available in their area. Create a Lead by taking the member over to a phone and **call the hotline at 800-766-6298**. Alternately, use the **kiosk** or give the member a **home improvement solutions coupon**, which includes your store and associate number.



FINANCIAL SERVICES

As a Sears associate, you have three incredible programs to help you make the sale and show our members why Sears is the ultimate destination for home appliances. With Credit, Leasing and Layaway, our members have options to not only get what they need, but also enjoy some additional benefits! Here are three key actions to incorporate into each member interaction, and the tools that will help you along the road to success!



Key Action 1

Always incorporate the Sears Mastercard into each step of the Members First Engagement (MFE) process.

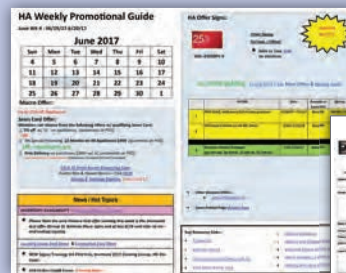


Selling Tools for Success



GREET

Know your Sears Card offers, which can be found in the communication binder as well as the **Financial Services site** on the Reference app. Use **promotional signing** to point out the available offers. Also, check the **weekly promotional direction** on the SHC Connect Reference app.



Offer	Start	End	Card	Offer
5% off	6/1	6/30	MasterCard	5% off
3% off	6/1	6/30	MasterCard	3% off
2% off	6/1	6/30	MasterCard	2% off
1% off	6/1	6/30	MasterCard	1% off



DISCOVER

Discover the member's preferred method of payment and if the Sears Mastercard would meet their needs by sharing the **Shop Your Way 5-3-2-1 brochure**.

EARN MORE SHOP YOUR WAY POINTS IN MORE PLACES

EARN EVERYWHERE YOU SHOP - EVERY DAY

5% in points on gas stations

3% in points on groceries and restaurants

2% in points on all other purchases

1% in points on all other purchases

USE YOUR SEARS MASTERCARD AND WATCH YOUR SHOP YOUR WAY POINTS ADD UP!

FOR 12 MONTHS FROM DATE OF ACCOUNT OPENING

PURCHASES	PERCENTAGE	POINTS EARNED	VALUE
\$2000 on gas stations	5%	100,000	\$100
\$4000 on grocery stores	3%	120,000	\$120
\$1000 on restaurants	2%	20,000	\$20
\$2000 on Sears and Roebuck	2%	40,000	\$40
\$1000 on all other eligible purchases	1%	10,000	\$10
TOTAL		300,000	\$300

THAT'S \$300 IN POINTS TO USE ON FUTURE PURCHASES AT SEARS, ROEBUCK AND SHOPYOURWAY.COM



SOLVE

Solve any cost concerns by using the **3 Easy Ways to Buy slide rule** to show the extra savings (percentage off, deferred interest) or additional points earned. If Credit isn't an option, use the slide rule to show how Leasing makes for a great alternative.

12 Months	18 Months	24 Months	36 Months	48 Months	60 Months
\$56	\$79	\$92	\$14		
\$56	\$85	\$96	\$12		
\$64	\$41	\$29	\$20		
\$72	\$49	\$35	\$23		
\$82	\$55	\$39	\$26		
\$91	\$63	\$43	\$28		
\$100	\$71	\$47	\$31		
\$110	\$79	\$51	\$34		
\$120	\$87	\$55	\$37		
\$134	\$96	\$59	\$41		
\$147	\$105	\$63	\$45		
\$161	\$114	\$67	\$49		
\$176	\$124	\$71	\$53		
\$192	\$134	\$75	\$57		
\$209	\$144	\$79	\$61		
\$227	\$154	\$83	\$65		
\$245	\$164	\$87	\$69		
\$263	\$174	\$91	\$73		
\$281	\$184	\$95	\$77		
\$299	\$194	\$99	\$81		



CLOSE

Always ask to put the sale on the member's Sears Mastercard.





Key Action 2

Always offer Leasing if the member needs the merchandise now and does not qualify for or does not want a Sears Mastercard or Sears Card.

Selling Tools for Success

Use the **Leasing brochure/receipt holder** to explain the benefits of Leasing.

Also use the **3 Easy Ways to Buy slide rule** (or Lease Payment Calculator) to show the member how their lease payments would work and educate them on the EPO* option.



*EPO not available in NJ, VT, WI, WV.

Key Action 3

If the member does not qualify for a Sears Mastercard or Sears Card and is concerned with the high buyout cost associated with a lease, see if Layaway is a viable option.

Selling Tools for Success

Use the **3 Easy Ways to Buy slide rule** to explain our Layaway program and show the member what their payments would be based on eight weeks or 12 weeks.

sears
LEASE IT
NO CREDIT REQUIRED
Take It Home Today!

- Instant Decisions
- Low Payments
- Sears Brands & Prices

3 WAYS FOR YOU
To Take It Home Today!

- SEARS CARD**
www.sears.com/creditcard
- LEASE**
sears.lease/info
- LAYAWAY**
www.sears.com/layaway

What is **needed** for a lease?

- Must be at least 18 years old
- Have a valid photo ID
- Minimum acceptable income
- A valid Social Security number or tax ID number (TIN)

sears | **LEASE IT**

LEASE IT
how it works

- SELECT ITEMS**
from our wide selection at competitive prices
- MAKE 1st LEASE PAYMENT**
in-store and take it home.
- THEN YOU DECIDE**
after 5-mo. min. term is met:
1. Continue to lease
2. Buyout your item?
3. Return your item to Warehouse?

Changed your mind? Items can also be returned within the item's normal return policy.

EXAMPLE: Own a \$500 item for as little as \$525, with up to 30 days to pay.

Sears Mastercard® & Sears Card

Special Financing: As interest-free as 0% on purchases made during promotional period on qualifying purchases. Minimum payments required. See interest-free as 0% on purchases made during promotional period on qualifying purchases. Minimum payments required. See interest-free as 0% on purchases made during promotional period on qualifying purchases. Minimum payments required.

Instant Savings	Shop Your Way® Points	5% OFF**	10% OFF***	OR	12 Months	18 Months	24 Months	36 Months	48 Months	60 Months
\$25	\$50	\$45	\$24	\$22	\$14	\$14	\$14	\$14	\$14	\$14
\$30	\$60	\$55	\$35	\$28	\$17	\$17	\$17	\$17	\$17	\$17
\$35	\$70	\$64	\$41	\$30	\$20	\$20	\$20	\$20	\$20	\$20
\$40	\$80	\$73	\$47	\$35	\$23	\$23	\$23	\$23	\$23	\$23
\$45	\$90	\$82	\$53	\$39	\$25	\$25	\$25	\$25	\$25	\$25
\$50	\$100	\$91	\$59	\$43	\$29	\$29	\$29	\$29	\$29	\$29
\$55	\$110	\$100	\$65	\$48	\$31	\$31	\$31	\$31	\$31	\$31
\$60	\$120	\$109	\$71	\$52	\$34	\$34	\$34	\$34	\$34	\$34
\$65	\$130	\$118	\$76	\$57	\$37	\$37	\$37	\$37	\$37	\$37
\$70	\$140	\$127	\$82	\$61	\$40	\$40	\$40	\$40	\$40	\$40
\$75	\$150	\$136	\$88	\$65	\$43	\$43	\$43	\$43	\$43	\$43
\$80	\$160	\$145	\$97	\$72	\$47	\$47	\$47	\$47	\$47	\$47
\$85	\$170	\$154	\$106	\$78	\$51	\$51	\$51	\$51	\$51	\$51
\$90	\$180	\$163	\$115	\$85	\$56	\$56	\$56	\$56	\$56	\$56
\$95	\$190	\$172	\$124	\$91	\$60	\$60	\$60	\$60	\$60	\$60
\$100	\$200	\$181	\$133	\$98	\$65	\$65	\$65	\$65	\$65	\$65
\$105	\$210	\$190	\$142	\$104	\$70	\$70	\$70	\$70	\$70	\$70
\$110	\$220	\$199	\$151	\$111	\$75	\$75	\$75	\$75	\$75	\$75
\$115	\$230	\$208	\$160	\$118	\$80	\$80	\$80	\$80	\$80	\$80
\$120	\$240	\$217	\$169	\$125	\$85	\$85	\$85	\$85	\$85	\$85
\$125	\$250	\$226	\$178	\$132	\$90	\$90	\$90	\$90	\$90	\$90
\$130	\$260	\$235	\$187	\$139	\$95	\$95	\$95	\$95	\$95	\$95
\$135	\$270	\$244	\$196	\$146	\$100	\$100	\$100	\$100	\$100	\$100
\$140	\$280	\$253	\$205	\$153	\$105	\$105	\$105	\$105	\$105	\$105
\$145	\$290	\$262	\$214	\$160	\$110	\$110	\$110	\$110	\$110	\$110
\$150	\$300	\$271	\$223	\$167	\$115	\$115	\$115	\$115	\$115	\$115
\$155	\$310	\$280	\$232	\$174	\$120	\$120	\$120	\$120	\$120	\$120
\$160	\$320	\$289	\$241	\$181	\$125	\$125	\$125	\$125	\$125	\$125
\$165	\$330	\$298	\$250	\$188	\$130	\$130	\$130	\$130	\$130	\$130
\$170	\$340	\$307	\$259	\$195	\$135	\$135	\$135	\$135	\$135	\$135
\$175	\$350	\$316	\$268	\$202	\$140	\$140	\$140	\$140	\$140	\$140
\$180	\$360	\$325	\$277	\$209	\$145	\$145	\$145	\$145	\$145	\$145
\$185	\$370	\$334	\$286	\$216	\$150	\$150	\$150	\$150	\$150	\$150
\$190	\$380	\$343	\$295	\$223	\$155	\$155	\$155	\$155	\$155	\$155
\$195	\$390	\$352	\$304	\$230	\$160	\$160	\$160	\$160	\$160	\$160
\$200	\$400	\$361	\$313	\$237	\$165	\$165	\$165	\$165	\$165	\$165
\$205	\$410	\$370	\$322	\$244	\$170	\$170	\$170	\$170	\$170	\$170
\$210	\$420	\$379	\$331	\$251	\$175	\$175	\$175	\$175	\$175	\$175
\$215	\$430	\$388	\$340	\$258	\$180	\$180	\$180	\$180	\$180	\$180
\$220	\$440	\$397	\$349	\$265	\$185	\$185	\$185	\$185	\$185	\$185
\$225	\$450	\$406	\$358	\$272	\$190	\$190	\$190	\$190	\$190	\$190
\$230	\$460	\$415	\$367	\$279	\$195	\$195	\$195	\$195	\$195	\$195
\$235	\$470	\$424	\$376	\$286	\$200	\$200	\$200	\$200	\$200	\$200
\$240	\$480	\$433	\$385	\$293	\$205	\$205	\$205	\$205	\$205	\$205
\$245	\$490	\$442	\$394	\$300	\$210	\$210	\$210	\$210	\$210	\$210
\$250	\$500	\$451	\$403	\$307	\$215	\$215	\$215	\$215	\$215	\$215
\$255	\$510	\$460	\$412	\$314	\$220	\$220	\$220	\$220	\$220	\$220
\$260	\$520	\$469	\$421	\$321	\$225	\$225	\$225	\$225	\$225	\$225
\$265	\$530	\$478	\$430	\$328	\$230	\$230	\$230	\$230	\$230	\$230
\$270	\$540	\$487	\$439	\$335	\$235	\$235	\$235	\$235	\$235	\$235
\$275	\$550	\$496	\$448	\$342	\$240	\$240	\$240	\$240	\$240	\$240

ENERGY STAR

ENERGY STAR® certified appliances are the simple choice for our members to save energy, save money and protect the climate. The ENERGY STAR certification mark identifies certified products and can be used to introduce energy efficiency to members. During the **DISCOVER** phase of MFE, you can learn how important energy efficiency is to our members. Many items may qualify for a rebate, giving our members extra incentive to purchase an ENERGY STAR certified item.



Key Action 1

Explain the benefits of ENERGY STAR certified laundry to our members.

Selling Tools for Success

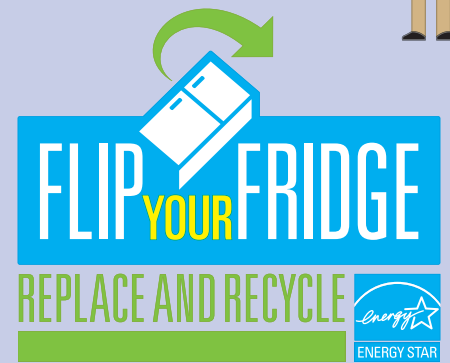
The **Rebate Finder** gives you information on incentives to share with our members. It's important to **promote pair sales** through MFE when selling ENERGY STAR certified laundry to help our members save even more! *Learn more about ENERGY STAR laundry with these resources: www.energystar.gov/training and "Ask the Expert — Clothes Dryers Have Earned the ENERGY STAR!" on the ENERGY STAR YouTube page.*



Key Action 2 Explain the benefits of ENERGY STAR certified refrigerators to our members.

Selling Tools for Success

Because an older refrigerator uses nearly twice as much energy on average as a new ENERGY STAR refrigerator, encourage members to upgrade to a new ENERGY STAR model. Use the **Flip Your Fridge** program, including the **Flip Your Fridge Calculator** to show members how much they can save by purchasing an ENERGY STAR certified refrigerator. Also use the **Rebate Finder** and participating Flip Your Fridge partners to see what local rebates are available to members. *The ENERGY STAR Sales Associate Training for Refrigerators can be found at www.energystar.gov/training.*



Key Action 3

Explain the benefits of ENERGY STAR certified room air conditioners to our members.

Selling Tools for Success

Finding our members a rebate with the **Rebate Finder** can help you **CLOSE** the sale on room air conditioners! **Sizing Guidelines** are very important to discuss with members so you can ensure that the room air conditioner will efficiently and effectively cool their space. *The ENERGY STAR Sales Associate Training for Room Air Conditioners can be found at www.energystar.gov/training.*



DELIVERY SERVICES

From MFE to delivery day, we want to WOW our members with our outstanding service. We want to make sure that we have complete delivery details, engage our members in the delivery process and finish with a smooth, no-fuss delivery. All this will help keep the item sold and will lead to repeat sales and an experience that will keep the member coming to Sears for life!

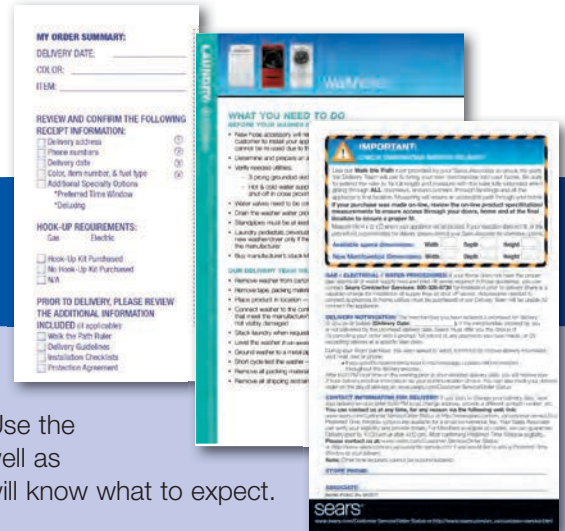


Key Action 1

Set the member's post-sale delivery expectations.

Selling Tools for Success

Explain the delivery process to the member and confirm the delivery details. Use the **Delivery Guidelines** to show the timelines and phone numbers needed as well as **"What You Need to Do"** and **"Our Delivery Team Will"** so our members will know what to expect.

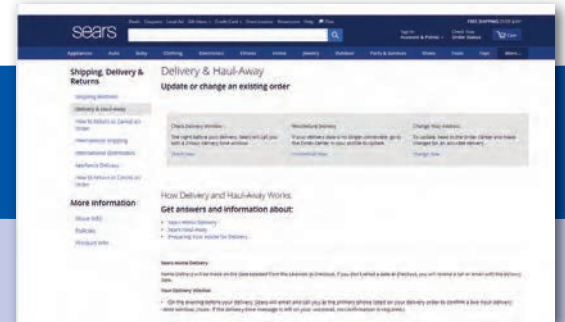


Key Action 2

Tell the member how to track their order and receive updates.

Selling Tools for Success

Encourage members to provide their email address and opt-in for **delivery text messages** to receive delivery updates and a link to the **Walk the Path video**. Members can also track their order at **Sears.com Customer Service**. To review information on this service, refer to the October 2016 issue of Sales Today.

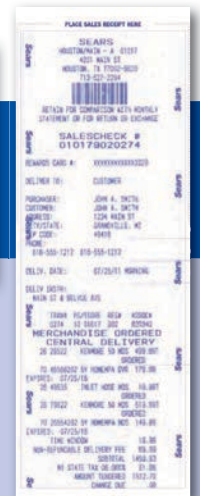


Key Action 3

Eliminate returns. Sell it Right!

Selling Tools for Success

The **Walk the Path Ruler** will help eliminate any "won't fit" returns. Be sure to explain how to use the ruler and write the appliance dimensions on the ruler. Validate the member's delivery information against the **member's receipt** to confirm the address. Review the **Thank You Folder** to re-confirm the Order Summary details and compare it to the **member's receipt** to make sure the item is correct.



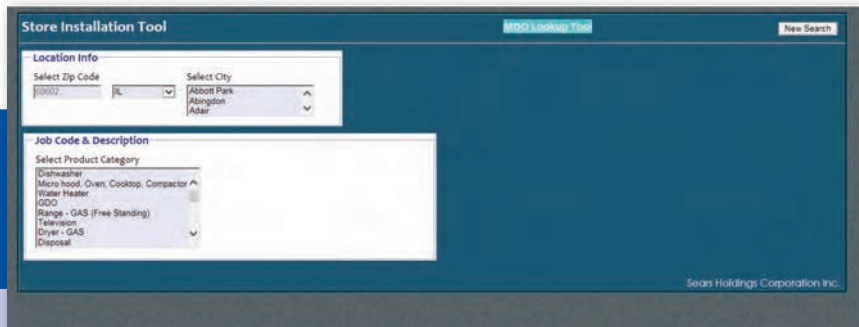
INSTALLATION SERVICES

Sears Installation Services are a quick and convenient way for members to get their new appliance(s) up and running. Our professional contractors consider all the steps when installing appliances, from inspecting the shipment to testing and cleanup. This service offers members peace of mind that their appliance is properly and safely installed. Use these three key actions to guarantee a successful installation sale with each appliance purchase.



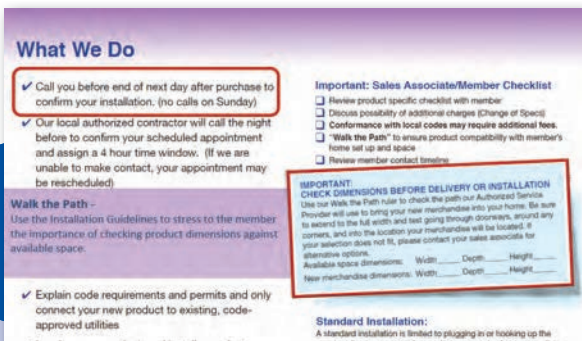
Key Action 1

Verify coverage prior to offering the member installation service.



Selling Tools for Success

Use the **Store Installation Tool** to enter the member's ZIP code and verify installation is available in their area. Access this through the **Installation Reference Center (IRC)**. Learn more about the **Store Installation Tool** on Segno Expertise: My Learning > Home Appliances > Store Installation Tool.



Key Action 2

Ensure that the member has clear expectations for installation day.



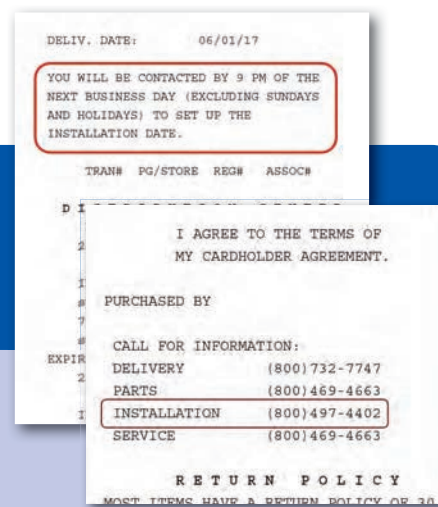
Selling Tools for Success

Reference the **Installation Guideline Brochure Checklist** to ensure all pertinent installation information is reviewed with the member, including potential additional costs. Sell it Right by reiterating the importance of using the **Walk the Path** ruler.



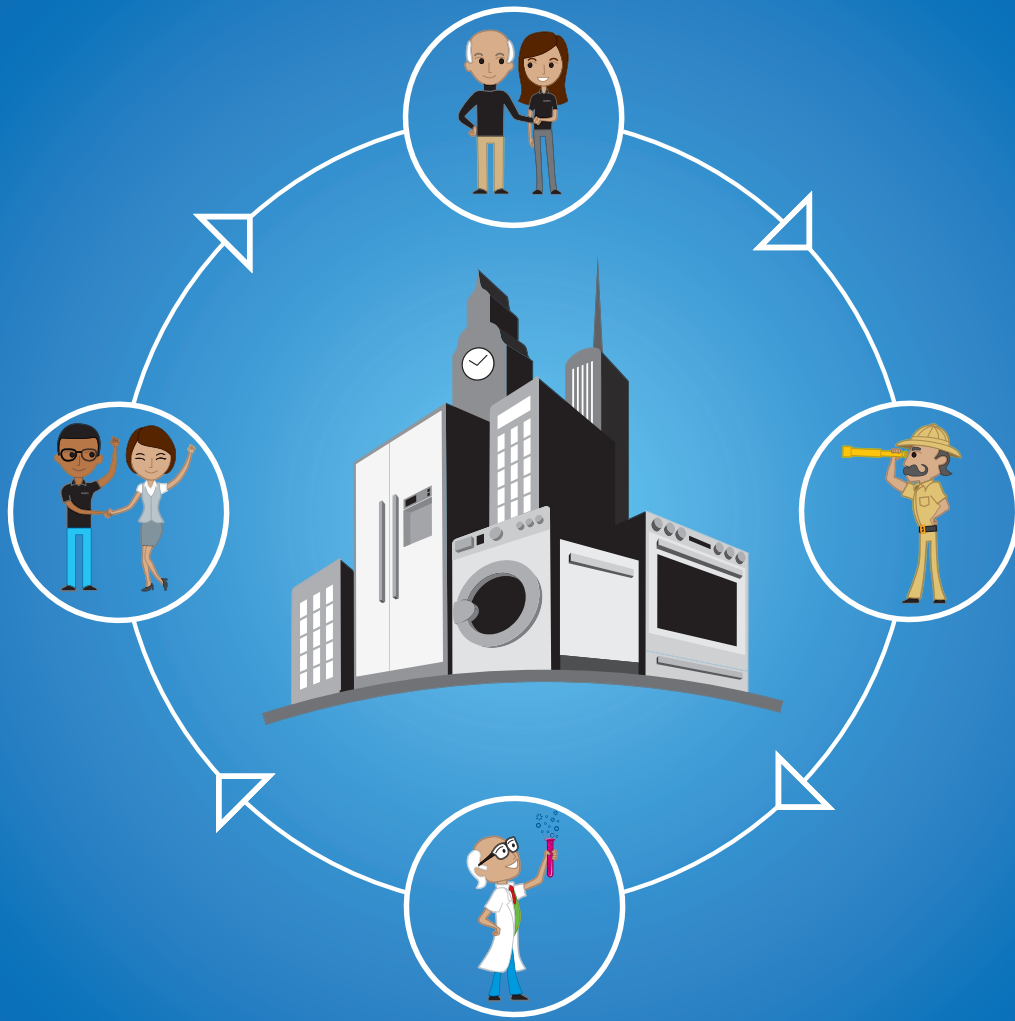
Key Action 3

Tell the member when they should expect a call from the authorized contractor. Also tell them to contact the Installation Customer Service number found on their receipt if they do not receive the call in that timeframe.



Selling Tools for Success

Use the **member's receipt** to point out when they should expect a call. Also review the number to call if they do not receive their call.



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