

SELLING THE SPEED QUEEN® TOP LOAD WASHER

WHY IT'S NOT JUST A *BETTER* WASHER, IT'S THE *BEST*.

BUILT BETTER TO LAST LONGER™

 **Speed Queen.**

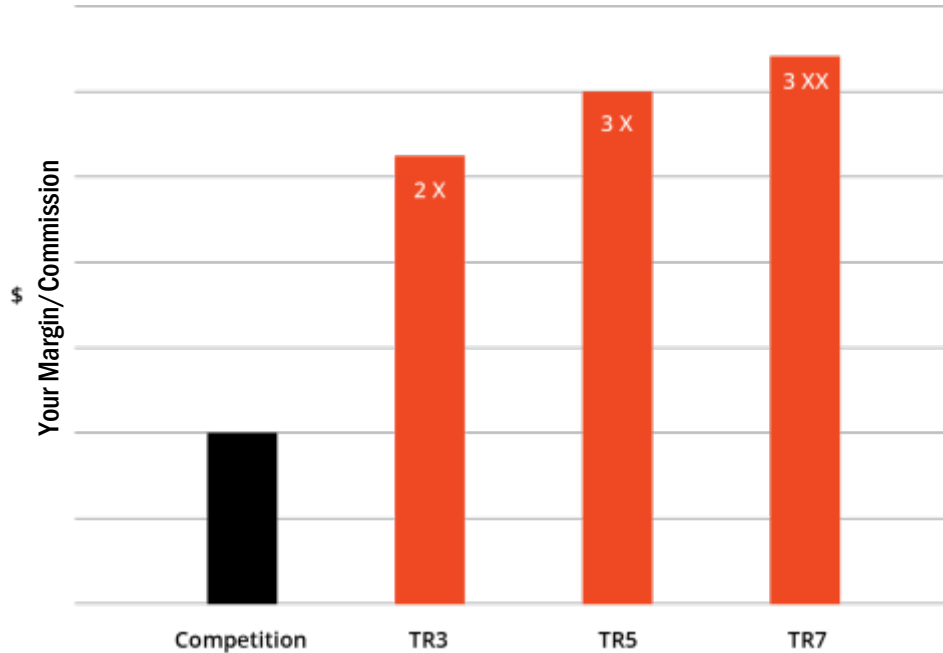
THE ART OF THE SALE



Optimize your efforts
and increase your revenue:

- Sales people are not order takers;
they are *solution providers*.
- The more problems you solve, the
more money you make.

LET'S START WITH SOME MATH



Make **GOOD** money
selling a **BETTER** product
with the **BEST** margins/commissions.

WHY BUY SPEED QUEEN®?



LONG LIFE

Tested up to 10,400 cycles or 25 years



RELIABILITY

Backed by long warranties, lots of steel, commercial-quality components



WASHABILITY

Full-tub wash & rinse, hot water really is hot, high-vane agitator



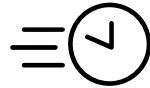
WARRANTY

Industry-best 3-, 5- and 7-year parts and in-home labor warranties



QUIET

Quiet agitation ideal for main-floor laundry



FAST

Faster wash cycles



GENTLE

Up to 75% more gentle on fabrics than competitor machines



ENERGY SAVINGS

Normal Eco cycle saves money and is optional (unlike some competitors)

GENTLER-THAN-COMPETITOR TOP LOAD WASHERS



PROTECT YOUR INVESTMENT

- The average American household spends close to \$2,000 a year on clothes.
- Customers get the best possible clean, but fabrics sustain less wear and tear.
- Gentler on clothes, saving customers money by not having to replace clothes as frequently.

GENTLER-THAN-COMPETITOR TOP LOAD WASHERS



"Gentler" comparison based on AHAM mechanical action analysis. 1) Speed Queen TR5 score = 45.25; 2) Competitor Z score = 79.17

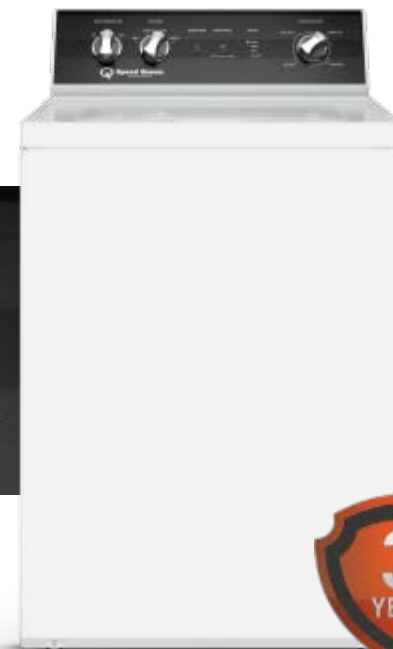
In a fabric swatch washing test, Speed Queen® proved to be **75% gentler** than one of the leading competitor machines.

GOOD, BETTER, BEST STRATEGY



The TR5 is currently the top-selling model, but for only a little more investment by the customer, they can get **more features and a longer warranty** with the TR7.

GOOD - TR3



BUILT BETTER TO LAST LONGER™

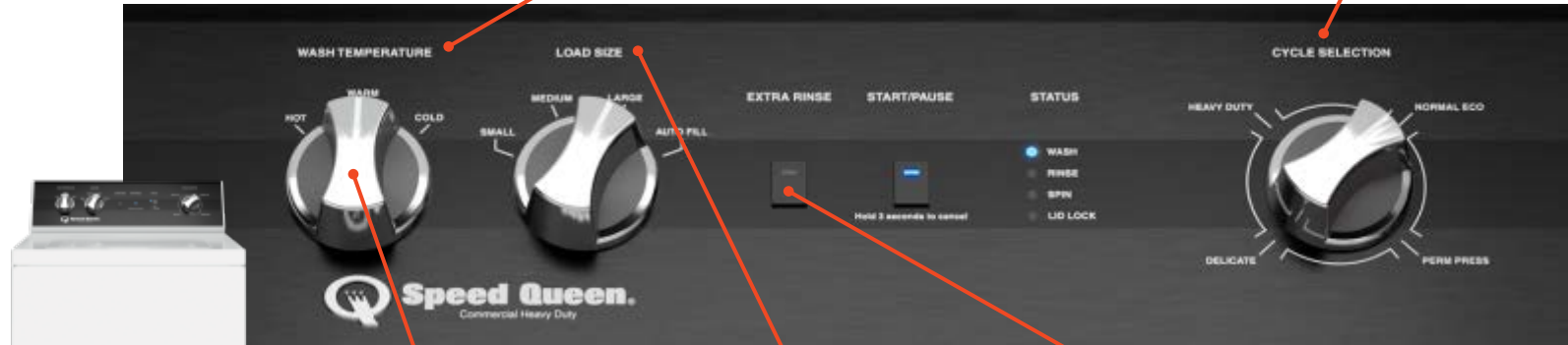
 **Speed Queen.**

GOOD - TR3

Feature pack includes:

3 wash temperatures

4 preset cycles



Heavy-duty knobs

4 load sizes

Extra Rinse option

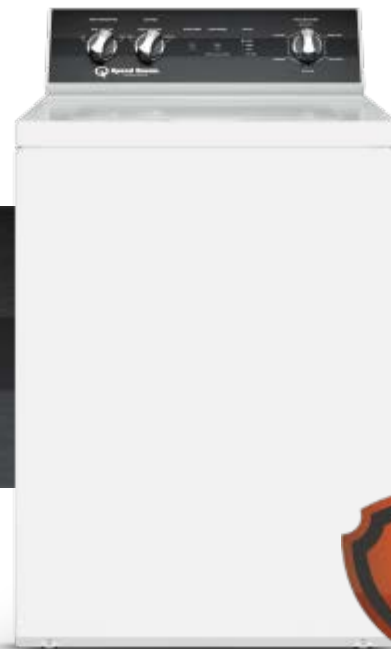
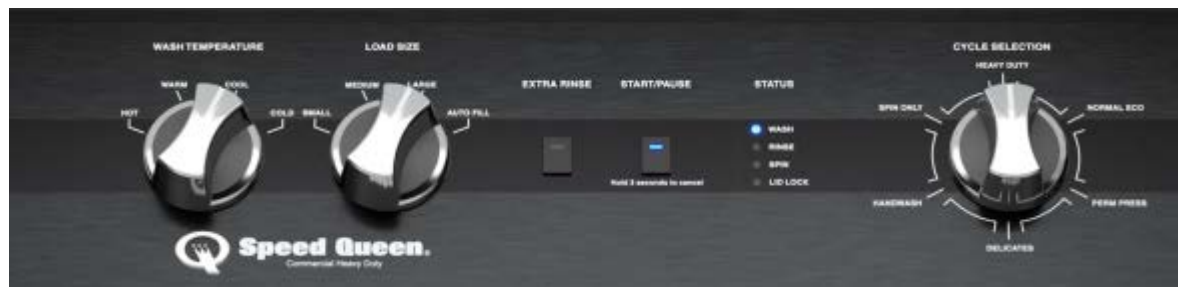


- Matching dryer
- 3-year parts & in-home labor warranty

BUILT BETTER TO LAST LONGER™

 **Speed Queen.**

BETTER- TR5



BUILT BETTER TO LAST LONGER™

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BETTER – TR5

Same feature pack as the TR3 plus:



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BEST - TR7

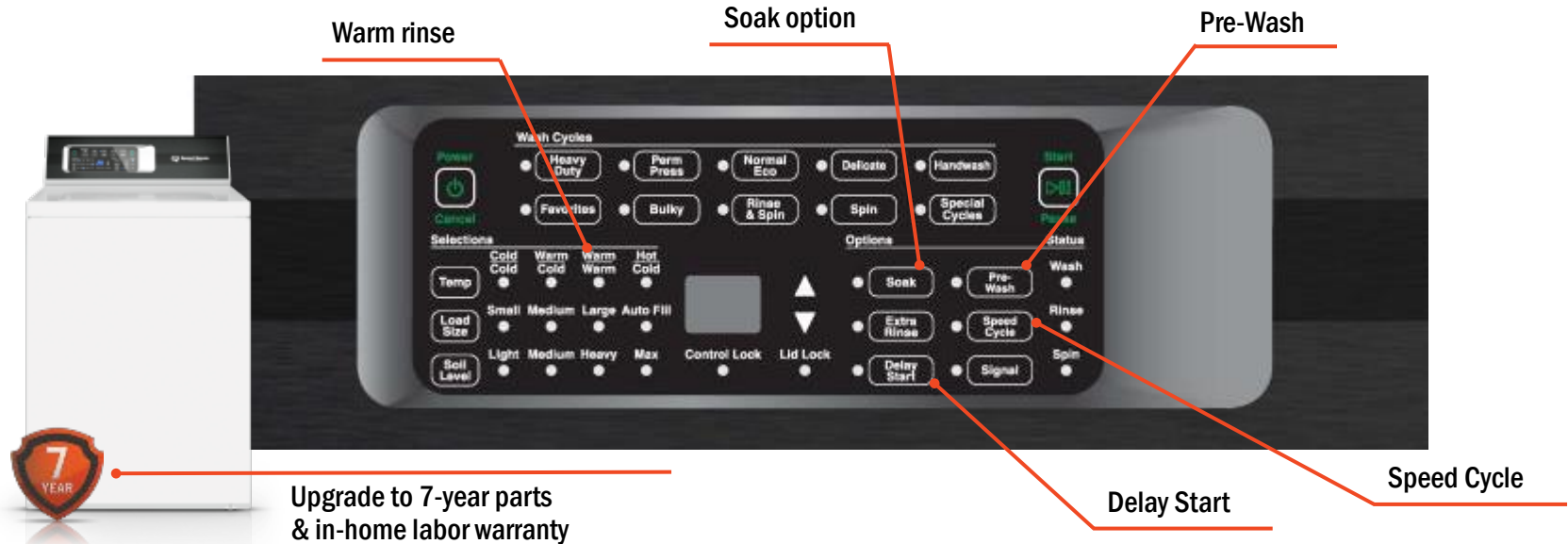


BUILT BETTER TO LAST LONGER™

 **Speed Queen.**

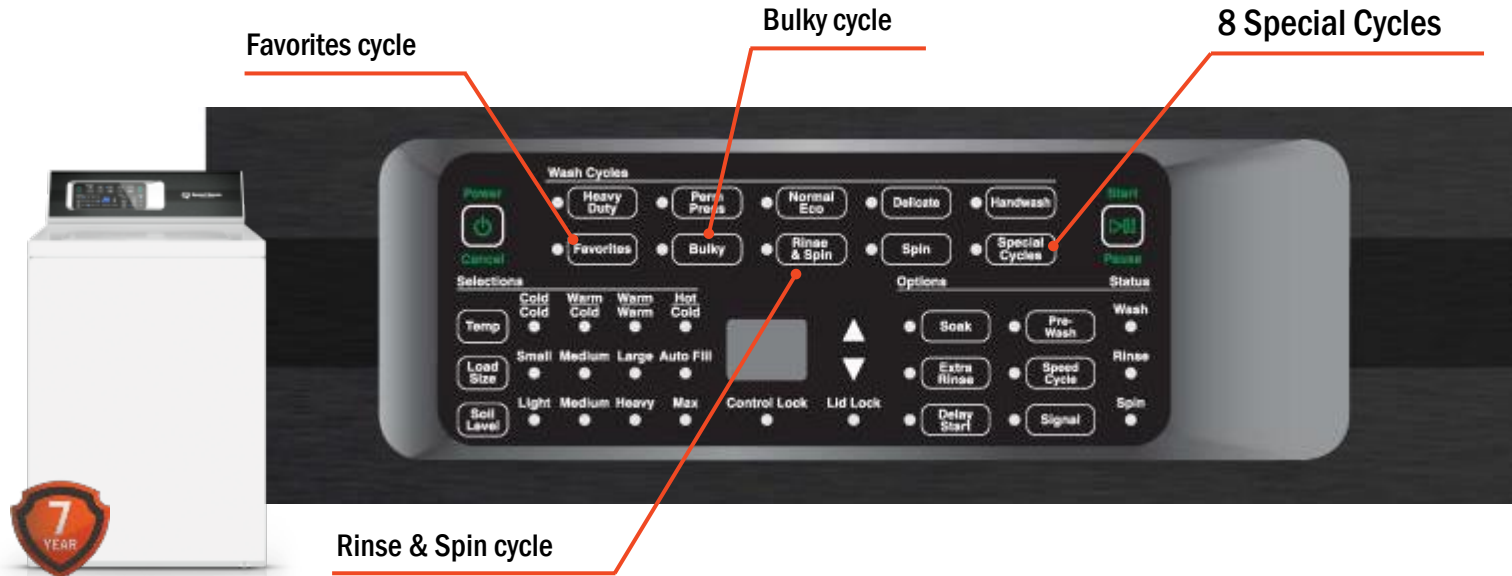
BEST - TR7

Upgraded features available on the TR7 make it the BEST model delivering the BEST results. Upgraded features include:



BEST - TR7

Even more upgrades:



BUILT BETTER TO LAST LONGER™

 **Speed Queen.**

TR7 SPECIAL CYCLES



Customers can take the guesswork out of doing laundry and select the BEST cycle, tailored to the type of laundry they are doing.

- P1 – Eco Heavy Duty
- P2 – Eco Delicate
- P3 – Waterproof
- P4 – Super Soiled
- P5 – Whites
- P6 – Wool
- P7 – Athletic
- P8 – Denim

SUPER SOILED

To give heavily soiled items the extra attention they need, this cycle includes a 15-minute soak at the beginning and a longer wash time than the Heavy Duty and Extra Rinse available on the TR3 and TR5 models.

GOOD, BETTER, BEST

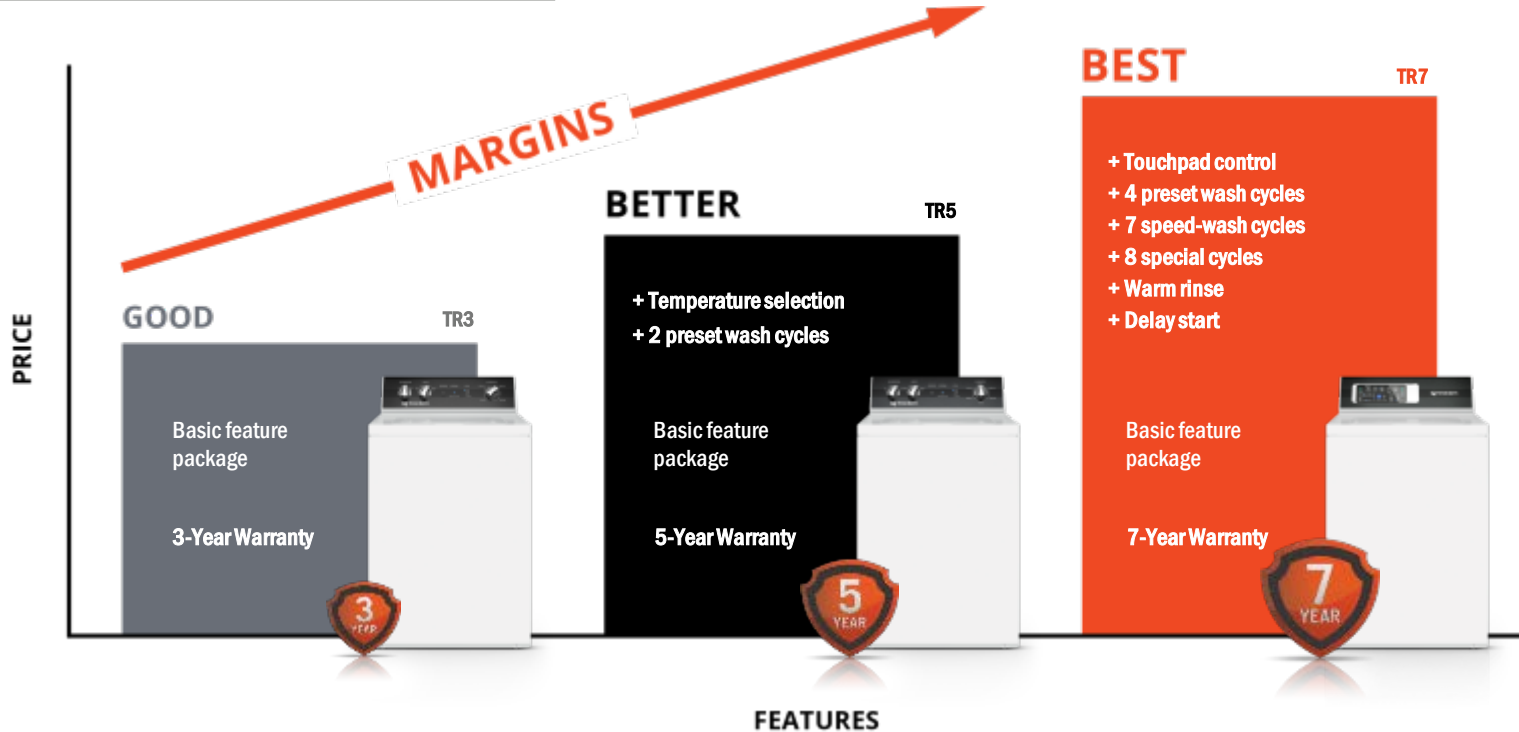


For a minimal additional investment, consumers can upgrade to the BEST top load washer Speed Queen® has to offer.

BUILT BETTER TO LAST LONGER™

 **Speed Queen.**

GOOD, BETTER, BEST



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 **Speed Queen.**