

Whirlpool® 5 Series Slide-In Electric/Gas Range

HOW TO SELL WSES5030S/WSGS5030S

AIR COOKING TECHNOLOGY

Experience the difference with Air Cooking technology

2 FLEXHEAT™ DUAL RADIANT ELEMENTS (ELECTRIC)

Boil fast with FlexHeat™ Dual Radiant Elements

9 COOKING MODES

Make feel-good meals with a variety of cooking modes

GRIDDLE ZONE (GAS)

Cook up all that delights, all at once, with Griddle Zone



Experience the difference of Air Cooking Technology with Whirlpool® 30-inch range

Get crispy with our most advanced No Preheat Air Fry mode, and even results on every rack with Air Baking. Tackle your to-do list with Smart* Features built for multitasking and unlock new cooking capabilities over time with Smart Feature Updates.

*Appliance must be connected. WiFi & App Required. Features subject to change. Details and privacy info at whirlpool.com/connect

SELL WITH CONFIDENCE

WSES5030S/WSGS5030S

AIR COOKING TECHNOLOGY – HOW IT WORKS

Shoppers don't understand the difference between fan & true convection, but they do understand, know and love Air Fry!

Air Cooking Technology uses a high-speed fan to move hot air around their food.

No Preheat Air Fry: This range's No Preheat Air Fry mode skips the wait and gets right to cooking. Toss in frozen chicken nuggets or tater tots straight from the freezer, press a button, and get crispy results in less time.

Air Broil: With Air Broil, you get intense, top-down heat that melts, sears, and crisps. Whether it's juicy pork chops, crispy veggies, or a quick dessert like s'mores, this oven gives you broiler-level results with air driven speed.

Air Baking: Air Baking gives you gooey centers and golden tops. With a high-speed fan that evenly distributes heat, you can bake multiple trays of cookies, muffins at once or even try baked potatoes!



Air Roast: Air Roast uses a high-speed fan to circulate heat evenly over longer cook times, locking in flavor and moisture. Whether it's a Sunday pot roast or a whole chicken for dinner.

Air Reheat: Tired of soggy microwaved leftovers? Air Reheat skips the microwave and brings leftovers back to life.

Scan QR code to watch how the Air Reheat Cycle works



Slow Cook

More Room for Family Meals, Less Clutter on the Counter

Ovens typically have more room than a countertop slow cooker, allowing you to cook roasts, ribs, or multiple dishes at once. With Slow Cook on the Whirlpool® range, this cooking method is used to cook food slowly over a long period of time in an oven safe lidded pot. This is an ideal technique to infuse flavors gradually, simmering food on low heat, and it is ideal for cuts of meats, stews, soups or sauces.

How it Works

The bake and broil elements cycle on and off in intervals (while the fan circles the hot air when applicable, if there is convection) to ensure proper heat distribution.

Qualifying Questions

1

Do you love using your countertop air fryer but sometimes wish you could cook larger batches or bigger meals without having to do multiple rounds?

2

How often do you cook meals straight from the fridge or freezer and wish it could be faster or easier without all the waiting and guesswork?

3

Do you often use different sizes of pots and pans when cooking, and would faster boiling times make your meal prep easier?

Features

WSES5030S/WSGS5030S



AIR COOKING TECHNOLOGY

Experience the difference with the dynamic airflow and intense heat of No Preheat Air Fry, Air Baking, Air Roast, Air Broil and Air Reheat.



9 COOKING MODES

Take your favorite meals from fresh, fridge or freezer to fabulous with 9 Cooking Modes. Including the Air Cooking Technology of No Preheat Air Fry, Air Baking, Air Roast, Air Broil and Air Reheat, or use traditional modes like Bake, Slow Cook, Broil, and Keep Warm.



2 FLEXHEAT™ DUAL RADIANT ELEMENTS

Customize your element size for large or small cookware and boil 40% faster.* Both elements offer multiple sizes with 6", 9" and 12" rings.



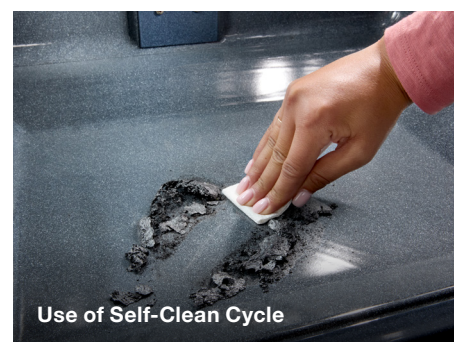
GRIDDLE ZONE

Bring a whole new world of cooking capabilities to your cooktop with Griddle Zone. Two individual heating elements combine to form one larger one, making it easy to cook up all that delights, all at once. *(Griddle Optional)*



HIGH SPEED PREHEAT

Cook for a crowd and get dinner going quickly with our High Speed Preheat Oven. Our specially designed oven preheats in under 8 minutes** and fits large dishes like a full-sized 20-pound turkey with your side dishes. Get food on the table with our fastest preheat available.



STEAM & SELF CLEAN CYCLES

Easily clean your oven with the adjustable Self Clean Cycle that can be customized based on the amount of spills and splatters. For lighter messes, use the Steam Clean setting to quickly and easily loosen residue inside the oven without harsh chemicals or cleaners—just add water, run the cycle, and wipe away.

*When comparing to the standard 6" element on the same unit.

**Using rapid preheat bake cycle to 350 degrees when cooktop is not in use.

DEMOS

WSES5030S/WSGS5030S

2 FLEXHEAT™ DUAL RADIANT ELEMENTS (ELECTRIC)

Place two pots of different sizes side-by-side on the cooktop. Demonstrate how the flexible elements adjust to fit cookware size for faster, more efficient cooking. Invite interaction by asking, “What size pans do you typically use at home? This feature helps you cook smarter, not harder.”

GRIDDLE ZONE (GAS)

Set up a display with images or props of classic griddle foods—like pancakes, bacon, and grilled sandwiches—arranged over a graphic of the griddle zone. Highlight that while the cooktop features a long oval burner ideal for griddles or oversized pans, the griddle itself is an optional accessory sold separately. This gives customers the flexibility to use their own griddle or purchase one designed to fit.

AIR COOKING TECHNOLOGY

Create a visual comparison between a standard countertop air fryer basket and the spacious oven cavity. (Optional: include the Whirlpool® air fry basket as an accessory display.) Highlight how the oven’s Air Cooking Technology allows for significantly more food to be cooked at once, an ideal solution for larger or busy families who need to get meals on the table fast.

9 COOKING MODES

Set up a visual station with printed images or short video loops showcasing dishes made with various cooking modes—for example: No Preheat Air Fry for quick frozen chicken nuggets, Slow Cook for all-day stews, Air Bake for perfectly roasted veggies. Use these visuals to walk customers through how each mode simplifies meal prep and helps eliminate cooking guesswork—ideal for anyone balancing family, work, and mealtime.



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