

# Liebherr Monolith Consultation Catalogue

## V 1.0 2020

For more than 60 years, LIEBHERR fridges and freezers have been recognised worldwide as high-quality and innovative products. The excellent reputation of LIEBHERR's products and the nature of these products require particularly high standards of advice. It is vital that the Monolith specialist retail partner conveys the special LIEBHERR product values and ensures consultation is high-quality and focussed on value added.

High-quality advice which conveys the special LIEBHERR product values comprises a series of stages which culminate in the consumer's purchasing decision.

### Premise

- The entire “sale of a refrigeration appliance” sub-process is implemented by one person (one face to the customer => greeting, needs analysis, professional advice, concept development (kitchen and room), measurement, coordination of craftsmen, coordination of different trades (e.g. dry construction), conclusion of purchase, order processing with suppliers, acceptance inspection and monitoring, complaint processing, personal acceptance of the kitchen on site with instruction on appliances and storage recommendations)
- The special aspects are highlighted throughout the entire process
- Sufficient attention and time is given to the sub-process
- Throughout the entire customer journey, the kitchen customer's emotional experience is one of excitement
- The kitchen consultant conducts the conversation using appropriate questioning techniques
- Sub-steps are summarised; the customer is asked for a verbal confirmation
- In the context of the kitchen sale, this consultation catalogue describes the individual steps of the “sale of Monolith appliances” sub-process:

### Greeting

- Communication between kitchen consultant and customer is to be open and appreciative

### Needs assessment

- The needs of the customer as regards the Monolith appliance are determined
  - Current equipment and experience (perceived benefit: what do you like/not like?)
  - Number of persons in the household including the primary user
  - Shopping behaviour
  - Cooking habits
  - Desires: what specifically should be different about your new refrigerator compared to your current appliance?
  - Further expectations
  - Planned budget
  - Advice and demand creation in specific topic areas (wine temperature control, etc.)
- Special structural features
  - Details must be clarified or checked on site while measuring
  - Challenges
  - Dimensions of access and routes for carrying to the point of use (staircases, door openings, crane use, etc.)
  - Consider room height with regard to diagonal dimensions for the installation of appliances
  - Clarify statics with regard to the floor structure for pressure load at different points (if necessary, use a metal plate for reduced load across a larger area)
  - Address the wall structure and materials used as regards screw pull-out resistance to prevent tipping (if necessary, provide a substructure in the wall at a suitable location)
  - The mains water connection must be considered accordingly
- Accessories
  - Any necessary accessories (SBS kit, etc.) should be offered to the consumer.

## Offer phase

- The kitchen salesperson creates an interior design kitchen space concept. On the basis of the preceding Monolith-specific needs assessment, these appliances are planned accordingly in terms of dimensions, design and the structural conditions.
- The planning is completed taking into account the kitchen work processes of the 5 kitchen zones (stocking up, storing, preparing, cooking/baking and washing up) and the established kitchen work triangle. The Monolith appliances are ideally positioned in the locations provided for this.
- The offer is prepared with a focus on customer benefit
- Relevant possibilities and options are actively offered to the customer
- The benefits are presented and justified to the customer individually, in a technically correct manner and at an emotional level.
- Key unique selling points and aspects in this respect include:
  - BioFresh-Plus
  - NoFrost
  - Energy consumption (energy efficiency class)
  - Noise emission
  - Precise temperature control (wine)
  - Low-vibration internal containers (wine)
  - UV protection (wine)
  - InfinitySwipe
  - InfinitySpring
  - InfinityLight
  - SmartDevice
  - PowerCooling
  - FreshAir Filter
  - Water Filter
- The kitchen consultant actively uses the tools provided in the offer phase
  - Monolith planning guide
  - BioFresh information material
  - Image brochure and films
- Highlighting examples and reference objects
- Use of core statements and the correct feature descriptions (e.g. InfinityLight, ...)
- Made in Österreich/Austria
- Clarification of questions and queries

## Objection handling

- Objections are to be dealt with at the content and relationship level
- A distinction must be made between objection and pretence
- It should be noted that many objections are based on lack of information
- In case of objections concerning Monolith, appropriate techniques, such as the information and boomerang technique, the balance sheet approach and provocative questions should be used appropriately

## Conclusion

- Embedded in the overall process of the final kitchen conclusion phase
- Reinforcement of the purchase decision for the new kitchen using the Monolith appliance highlights
- Repeated emphasis of the Monolith features in combination with the closure technique methods (e.g. sandwich method, pre-empting method, benefit method, ...)

## Installation

- Installation may only be carried out by specialists trained and authorised by Liebherr
- Date agreed taking into account customer's options
- Coordination of craftsmen (all relevant trades)
- If required, setup is to be offered while the customer is away (holiday service)
- Transport and packaging material must be removed completely and disposed of properly
- The disposal of an old appliance is a mandatory part of the service offer.

### **Instruction & handover**

- Handover on site of the operating instructions for the Monolith appliance by the kitchen consultant to the customer
- Detailed instructions on how the appliance functions
  - SmartDeviceBox is installed
  - SmartDevice App is explained
- Commissioning with the involvement of the customer
- Care and cleaning instructions
  - Important information on the lifetime of the filters
- Providing tips and tricks
- Storage recommendation for food (what to store where)

### **In the event of complaints**

- A friendly and appreciative approach with complaints is obligatory
- The kitchen retailer performs its role of a proactive and solution-oriented partner for the consumer.
- As the link between the customer and the appliance manufacturer, the kitchen consultant is the key to restoring customer satisfaction
- A complaint also always represents an opportunity