

## BTU Ratings

## Are We Selling Power or Actual Cooking Performance?

Categories

- Range
- Cooktop
- Rangetop

Customers often equate high BTU ratings with better performance—but the real key to great cooking isn't raw power, it's control. This episode breaks down why burner design, heat distribution, and precise temperature management matter more than big numbers. Helping customers shift their focus from max output to actual results is what separates a rushed pitch from a meaningful sale.

## KEY TAKEAWAYS

***BTUS ARE JUST A NUMBER***

They measure raw power, not cooking performance. Don't let big numbers fool you into thinking it's always better.

***PERFORMANCE BEATS POWER***

Even heat and precise simmering deliver better results than high BTUs alone.

***FOCUS ON THE RIGHT FEATURES***

Burner design, flame-to-pan distance, and low-temp control drive real-world performance.



## WATCH HERE

<https://tv.steelcod.com/the-inside-edge/btu-ratings>

