

Chock and Awe: The Stabilization Guide That Makes RVs Feel Solid

Raymond Padgett

If you've ever watched a travel trailer wiggle, shimmy, or creep an inch at a time like it's trying to escape the campground, you already know why tire-locking chocks matter. They're not glamorous. They're not high-tech. They don't have Bluetooth, Wi-Fi, or a monthly subscription plan. But they solve one of the most universal RV problems: movement—the unwanted, unsafe, “why does my trailer feel like a waterbed?” kind.



This article is your backstage pass to mastering one of the easiest, highest-margin, lowest-return product categories in the entire Parts Department. Tire-locking chocks are simple, profitable, and—when you understand how to position them—a fast add-on sale.

Program Overview & Learning Objectives

By the end of this training, dealership personnel will be able to:

- Explain the purpose and value of tire-locking chocks in clear, customer-friendly language
- Identify customer pain points and match them to the correct product
- Understand key features and translate them into dealer and customer benefits
- Choose the best brand of tire-locking chocks for your customers' needs
- Handle objections with confidence and humor
- Cross-sell related stabilization products
- Merchandise the category for maximum visibility and sales
- Reduce returns by setting proper expectations and recommending the right SKU the first time

Why Every Tandem-Axle RV Needs Tire-Locking Chocks—No Exceptions

Tire-locking chocks are designed with two primary objectives: (1) to prevent unintended trailer movement—especially during critical moments like setup and teardown—and (2) to

Why Every Tandem Axle RV Needs Tire Locking Chocks—No Exceptions

Tire Locking Chocks Always on Every RV

1 Prevent Trailer Movement

 Locks the tires to keep your RV stationary.

2 Significantly Reduce Interior Trailer Motion

Minimizes sway and rocking while parked.



Secure Your RV, Enhance Your Stay

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significantly reduce interior trailer motion by stabilizing the wheels against forward and backward shift.

They do this by locking tandem wheels or tri-axle wheels together, preventing forward/backward movement and dramatically reducing trailer shake. Unlike basic wedge chocks, whose only goal is to prevent rolling, tire-locking chocks use the opposing forces of the tires to lock the trailer in place.

Every Travel Trailer owner wants tire-locking chocks but also many Fifth-Wheel owners have need for them. Really, anyone who complains about “the trailer moving when someone walks inside” is the right person for tire-locking chocks.

Customers already have scissor jacks, but many factory versions are so flimsy they barely stabilize anything. Even high-quality scissor jacks sometimes need backup, depending on how much movement the trailer has and how forcefully that movement transfers through the frame.



From Wobble to Rollaway: The Stability Issues Customers Can't Ignore

If there's one universal truth in the RV world, it's this: customers hate movement inside their trailer. They'll tolerate a lot—slow campground Wi-Fi, noisy neighbors, even the occasional mystery smell—but the moment their RV starts rocking like a cheap carnival ride, they're in your Parts Department looking for answers. Tire-Locking Chocks exist because RVers are tired of feeling every footstep, every dog jump, every midnight bathroom trip, and every kid bouncing on the bunk like it's a trampoline. When customers describe their trailer as “wobbly,” “shaky,” “bouncy,” “loose,” or “like walking on a waterbed,” they're describing the exact pain points Tire-Locking Chocks are engineered to solve.

A major pain point is rollaway anxiety, especially during setup and teardown. Customers will tell you stories about the trailer shifting when they unhook, or the wheels creeping when they're trying to level. Some have had near-misses. Some have had actual rollaways. Many don't trust the flimsy plastic wedge chocks they bought at a big-box store. They want something that feels solid, secure, and engineered - not something that looks like it belongs under a toddler's toy truck. Tire-Locking Chocks give them that confidence by locking the wheels together instead of relying on a single wedge to fight gravity.

Then there's the issue of scissor jack disappointment. Customers already have scissor jacks, but many factory versions are so lightweight they're basically decorative. Even the good ones can't fully eliminate movement because they don't stop the wheels from

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shifting. Customers often assume their jacks are the problem, but the real issue is wheel creep. When you explain that scissor jacks and Tire-Locking Chocks work together - one stabilizes the frame, the other stabilizes the wheels - you instantly become the expert they trust.

Ultimately, the pain points all boil down to three things: movement, safety, and comfort. Customers want their trailer to feel like their home foundation. They want to trust it won't roll. And they want to stop feeling like they're living inside a bounce house. Tire-Locking Chocks solve all three problems instantly, which makes them one of the easiest, most satisfying products you'll ever recommend.

Tire Locking Chocks Help You Sell More RVs

This is one of the very few aftermarket products that can literally help you sell more RVs - no exaggeration, no marketing fluff. I've challenged dealers to run the "Tire Locking Chock Showdown" on their own lots: take two identical trailers, park them side-by-side, change absolutely nothing... except put Tire-Locking Chocks on one of them. Then sit back and watch which one sells first. Spoiler alert: it's always the one with the chocks. Every. Single. Time.



And honestly, it makes perfect sense. When a customer steps into the un-chocked unit, the whole trailer wiggles like a bowl of Jell-O at a church potluck. Then they walk into the unit with the Tire-Locking Chocks installed and suddenly the trailer feels planted, solid, and expensive - like it actually wants to be bought. That instant stability creates an instantaneous perception of quality. Customers don't say it out loud, but their brains absolutely do: "This one feels better. This one must be built better."

So what happens next? They gravitate toward the stable unit. They stay in it longer. They picture themselves camping in it. They bond with it. And then - surprise - they buy it. Often faster. Often easier. And yes, often for more money because confidence sells.

Tire-Locking Chocks don't just stabilize trailers... they stabilize sales. They make your inventory look better, feel better, and move faster. If you're not putting them on your lot units, you're basically giving the competition a head start.

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How Customers Judge a Tire-Locking Chock in 10 Seconds

The first thing customers look for is adjustment range. Nothing frustrates an RVer faster than a product that “almost fits.” They know their tandem spacing isn’t universal, and they’ve learned the hard way that “one size fits all” usually means “one size fits none.” They want clear, specific sizing - real numbers, real ranges, and real compatibility. When a chock spells out exactly what tire gaps it fits, customers feel confident they’re buying the right tool instead of gambling on guesswork.

Next comes construction quality, and this is where customers get picky. They’ve seen cheap chocks twist, bend, warp, or deform after a few uses. They’ve dealt with bargain-bin metal that rusts faster than a lawn chair in a hurricane. So, when they pick up a Tire-Locking Chock, they want it to feel like something that belongs on a real trailer - not a toy. Steel construction is the gold standard because it survives real-world forces: sidewall pressure, frame movement, and the constant micro-shifts of a lived-in RV. If it isn’t steel, customers don’t trust it.

The contact surface is another big deal. Louvers that bite into the tire treads - without damaging them - signal real engineering. Customers want to see and feel those gripping surfaces because they know that’s what keeps the trailer from shifting when someone steps inside.

A locking option is another major selling point. RVers leave their site unattended all the time - day trips, hikes, grocery runs - and they want peace of mind. A chock that accepts a padlock is good. A chock that includes a compatible padlock is even better. Customers love when security isn’t an upsell.

Finally, brand reputation matters more than most retailers realize. RVers research. They read reviews. They ask Facebook groups. They trust brands that stand behind their products with long warranties and a track record of quality. When a brand is known for durability and customer support, shoppers feel safer investing in it.

Put all of these together, and you get the formula for a Tire-Locking Chock customers actually want: steel strength, real adjustability, confident grip, easy operation, built-in security, and a brand they can trust.

Here is a chart for quick reference.

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Category	Why It Matters	What To Look For
Adjustment Range	Fits their specific trailer without guesswork or "almost fits" frustration	Specific sizes, not a "one size fits all" answer (believe me, they don't)
Construction Quality	Feels strong and trustworthy; survives real world use, not just one season	Steel only. All other known materials are subject to twisting movement and deformities.
Contact Surface	Improves grip, reduces slip on smooth sidewalls	Louvers that grip in to tires.
Ease of Use	Customers actually use it every trip instead of leaving it in the storage bay	Handle locked in on both sizes to ease set-up. Smooth screw operation.
Locking Option	Extra security against theft; peace of mind when leaving the site	A compatible padlock included in the package.
Brand Reputation	Customers feel better buying from a name they recognize and can research	A brand that prides itself on quality products as seen by long warranties.

How the Major Brands Really Stack Up

Customers don't buy Tire-Locking Chocks on impulse - they buy them because they're tired of movement, tired of cheap plastic wedges, and tired of products that promise stability but deliver wobble. When they compare brands, they're really comparing confidence: which option fits their trailer correctly, feels strong in their hands, grips the tires without slipping, sets up without frustration, and comes from a brand they trust to stand behind the product. The chart below breaks down how the major players stack up across the features customers care about most, giving dealers a clear, side-by-side view of who delivers real stabilization and who just fills shelf space.

Category	Ultra Fab Super Grip	BAL X Chocks	Camco	Stromberg Carlson
Adjustment Range	Multiple specific size ranges; no guesswork; fits most tandem and tri axle trailers	Multiple specific size ranges; no guesswork; fits most tandem and tri axle trailers	"One size fits most" approach; often doesn't fit tightly	Adjustable via foot press system; good range but not size specific
Construction Quality	All steel ; heavy duty; resists twisting and deformation	All steel ; heavy duty; resists twisting and deformation	Steel arms with screw mechanism; durable but can flex under heavy load	Steel arms with screw mechanism; durable but can flex under heavy load
Contact Surface	Louvered steel plates grip tire sidewalls securely	Louvered steel plates grip tire sidewalls securely	Flat contact pads; moderate grip	Flat contact pads; moderate grip
Ease of Use	Handle bolted on both sides; smooth screw operation; intuitive setup	Smooth screw operation	Stiff mechanism. Hard to get in to place.	Smooth screw operation
Locking Option	Includes padlock for theft deterrence	Accepts padlock (not included)	No lock option	No lock option
Brand Reputation	Known for stabilization products; long warranties; trusted in RV aftermarket	Strong engineering reputation; widely used	Big brand name but mixed performance reputation	Big brand name but mixed performance reputation
Warranty	Lifetime Warrant	Not listed on packaging or website.	1-year	1-year

Ultra-Fab is the best choice in Tire-Locking Chocks because it's the only brand engineered from the ground up to solve the real problems RV customers actually face - not the imaginary ones cheaper brands pretend to fix. Where most chocks rely on "good enough" sizing, Ultra-Fab uses specific, clearly defined adjustment ranges that eliminate

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the guesswork and ensure a perfect fit on tandem and even tri-axle trailers. That precision alone puts Ultra-Fab in a different league, because stability starts with fit, and Ultra-Fab refuses to compromise on it.

Then there's construction. Ultra-Fab builds its chocks from all-steel components, not plastic, not mixed materials, not "reinforced composites." Steel is the only material that stands up to real-world forces - sidewall pressure, frame movement, temperature swings, and the constant micro-shifts of a lived-in RV. Customers can feel the difference the moment they pick one up.

Ultra-Fab also outperforms in grip. The louvered contact surfaces bite into tire treads, dramatically reducing slip and delivering the kind of shake-reduction customers can feel instantly. Add in the smooth screw operation, and the fact that Ultra-Fab includes a compatible padlock right in the box, and you get a product that's easier to use, more secure, and more confidence-inspiring than anything else on the shelf.

Finally, Ultra-Fab's brand reputation seals the deal. With a Lifetime Warranty, a history of over-engineering products, and a customer-first support philosophy, Ultra-Fab gives buyers something no competitor can match: peace of mind. It's the strongest, smartest, most trustworthy choice - period.

Ultra-Fab Sizing Made Simple (So Customers Never Guess Again)

Choosing the correct Ultra-Fab Tire-Locking Chock part number is all about matching the product to the customer's trailer, their wheel spacing, and how they plan to use the

chocks. Ultra-Fab makes this easier than most brands because they don't believe in vague "one size fits all" claims - each part number corresponds to a specific, measured adjustment range. That means the first step is always identifying the distance between the tandem tires. Customers with tighter wheel gaps need the smaller-range models, while those with wider spacing require the larger versions. When the chock fits the gap precisely, it delivers maximum stabilization and prevents the "almost fits" frustration that leads to returns and unhappy campers.

Another key decision is choosing between single-packs and double-packs. A single pack is perfect for customers who only want stabilization on one side of the trailer, but they need to realize that gives them about 75% of full stabilization. It's also fine for customers who already own one chock and need a replacement.



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But for most RVers - especially those who want the best possible stability - double packs are the smarter choice, providing an estimated 95% of full stabilization. Using one chock on each side of the trailer locks both wheel sets together, dramatically reducing forward-backward movement and eliminating the rocking sensation inside the RV. On tri-axle trailer using one between the back two wheels on the one side and between the front two wheels on the other, provide amazing stability. Dealers should always explain that stabilization is a system: one chock works, but two chocks work better.

The standard size works for well over 80% of all trailers. Only trailers with extremely wide tire spacing require the XL version. Ultra-Fab's packaging helps customers choose correctly. Each part number clearly lists the tire spacing range, the included components (like the padlock), and whether it's a single or double pack.

SKU	Description	Tire Spacing
21-001090	Super Grip Chock (1/pack)	1" - 10.25"
21-001091	Super Grip Chock (2/pack)	1" - 10.25"
21-001094	Super Grip Chock (XL, 1/pack)	3.5" - 17"
21-001095	Super Grip Chock (XL, 2/pack)	3.5" - 17"



From Learning to Selling: Your Chock / Stabilization Conversation Playbook

Learning is one thing, but most of this information will not be locked into place until you use it. This section is where your team stops simply learning about Ultra-Fab Tire-Locking Chocks and starts selling them with real-world confidence. This is the

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transition from theory to practice - where product knowledge turns into natural conversation, smooth explanations, and instinctive recommendations. Although no two conversations are the same, this will give you an outline of what to say. That outline will prepare you for any conversation.

Scenario 1: The Wobble Warrior

- **Customer:** "Every time my spouse moves around, the whole trailer shakes."
Dealer: "Sounds like you need Tire-Locking Chocks. They lock your wheels together so the trailer can't shift. Ultra-Fab's SuperGrip Chocks are our most stable option."

Scenario 2: The Safety-First Camper

- **Customer:** "I'm worried about the trailer rolling when I unhitch."
Dealer: "Tire-Locking Chocks stop forward and backward movement completely. The SuperGrip Chocks give you a solid, locked-in feel. It also prevents movement inside the trailer."

Scenario 3: The Budget Shopper

- **Customer:** "Why shouldn't I just use the cheap plastic ones?"
Dealer: "When used properly, plastic chocks only block movement in one direction. Tire-locking chocks stop movement in both direction. It's the difference between 'kind of stable' and 'rock solid.'"

Every product conversation comes with a few objections, and that's normal. Customers push back because they're trying to make sure their decision makes sense - not because they're trying to give you a hard time. It's simply the customer's way of confirming the purchase is logical, justified, and truly the right solution rather than something they're grabbing on impulse. Here are some common objections and easy replies.

Price Objection

- **Customer:** "These cost more than the plastic ones."
• **Dealer:** "They also *do* more. Plastic chocks block one direction. These lock both wheels together and eliminate movement. It's a safety upgrade, not just a chock."

Uncertainty Objection

- **Customer:** "Do I really need this?"
• **Dealer:** "If you want your trailer to stop moving when people walk inside, yes. This is the product that solves that problem."

Competitor Loyalty

- **Customer:** "I've heard of X-Chock."
• **Dealer:** "Great product. Ultra-Fab's SuperGrip Chocks give you the same function but with heavier steel, a handle locked down on both sides and whereas both are lockable, Ultra-Fab gives you a lock in the package. And don't forget, Ultra-Fab brags about their lifetime warranty."

The Wobble-Stopper Trio: Blocks, Bars, Bags... and Bigger Sales

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Cross-selling opportunities around Tire-Locking Chocks are some of the easiest, highest-value add-ons a dealer can offer - because stabilization is never a one-product solution. Customers who come in asking about chocks are already thinking about movement, safety, and setup convenience, which means they're primed for complementary products that solve related problems. The key is to connect each add-on to a specific benefit the customer cares about: more stability, faster setup, better protection, or a smoother camping experience.

Here are some natural cross-sales opportunities:

- **Leveling Blocks:** Buying Ultra-Fab leveling blocks with your Tire-Locking Chocks is like ordering fries with your burger - you can skip them, but why punish yourself? The chocks stop the forward-backward wiggle, but if the trailer starts off crooked, unlevel, and leaning like it's trying to whisper a secret to the campsite next door, you're only solving half the problem. Leveling blocks get the RV sitting flat and confident, which makes your Tire-Locking Chocks grip harder, stabilize better, and basically perform like they've been hitting the gym.
- **Stabilizer Bars:** Ultra-Fab's Eliminator II isn't just a stabilizer - it's the "don't-mess-with-my-trailer" stabilizer. This thing shows up to the campsite like its wearing sunglasses and carrying a clipboard, ready to shut down every ounce of bounce, wiggle, shimmy, and "did someone just jump inside the RV?" movement your trailer can produce. Built from heavy-duty steel and engineered with a front-to-back and a side-to-side stabilization design that actually does something (unlike those sad little plastic wedges pretending to help). Frankly, if you buy the Eliminator II, you don't need Tire-Locking Chocks.
- **Storage Bags:** Ultra-Fab's storage bag for Tire-Locking Chocks is the superhero of campsite organization - the difference between "Wow, you're really put together" and "Why is there a dirty metal thing rolling around in your storage compartment?" This bag is built like it actually expects to be used: heavy-duty fabric, a dedicated pocket for the ratchet and padlock, and enough room to store your chocks without performing a campsite origami routine. It keeps dirt, grease, and road grime contained instead of smeared across your chairs, hoses, and that one mystery tote everyone regrets opening. Plus, it makes you look like the kind



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of RVer who has their life together - even if you absolutely do not. Toss the chocks in, zip it up, and boom: instant organization, zero rattling, and no more “Where did I put that thing?” moments. It’s strong, it’s practical, it fits two of all known brands of tire-locking chocks and it saves your storage bay from becoming a metal-flavored disaster zone.

Every one of these cross-sells ties directly to the customer’s original concern: “I want my trailer to stop moving.” When the salesperson frames each product as part of a complete stabilization system - not a random add-on - customers feel taken care of, not sold to. And that’s what turns a simple chock sale into a high-value, high-satisfaction transaction.

Rock-Solid in 2 Minutes: Installing Ultra-Fab Chocks

Setting up and taking down Ultra-Fab Tire-Locking Chocks is one of those rare RV tasks that feels powerful, satisfying, and - dare I say - almost too easy. These chocks are engineered to do the heavy lifting for you, so the process is straightforward, fast, and designed to deliver maximum stability with minimum effort. Here’s the full, detailed walkthrough of how to set them up and take them down like a pro.

Setting Up Ultra-Fab Tire-Locking Chocks

- Start by parking the trailer exactly where you want it. Once the trailer is in position, walk to the side you’re starting on and look at the gap between the tandem tires. This is where the Ultra-Fab chock will do its magic - locking the wheels together and eliminating that annoying forward-backward rocking.
- Hold the chock so the louvered plates face the tire treads. Slide it into the gap until both plates make contact. Now turn the screw mechanism (or use the included ratchet) to expand the chock. You’ll feel it tighten as the plates bite into the tires. Keep tightening until it’s snug - firm, not “I’m trying to win a strongman competition.” The goal is solid stabilization, not crushing rubber.
- If you’re using a double pack, repeat the process on the opposite side of the trailer. This is where the magic happens: one chock works great, but two chocks lock the entire trailer into place like it suddenly grew a foundation. On tri-axle trailers, place one chock between the rear two wheels on one side and one between the front two wheels on the other for maximum stability.



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- Once both chocks are installed, lock them with the included padlock if desired. That's it. No drama. No wrestling. No "why is this thing fighting me?" Just instant, rock-solid stabilization.

Taking Down Ultra-Fab Tire-Locking Chocks

- Taking them down is even easier. Unlock the padlock. Then simply reverse the tightening process - turn the screw or ratchet counter-clockwise until the pressure releases and the plates pull away from the tires. Once the chock loosens, slide it out of the wheel gap. It should come out smoothly without any tug-of-war. Repeat on the other side.
- Give the chocks a quick wipe if they picked up dirt or gravel, then store them in the Ultra-Fab storage bag (which keeps your compartment from turning into a metal-flavored disaster zone). That's it. You're done.

Ultra-Fab designed these chocks to be fast, intuitive, and frustration-free. Setup takes less than a minute per chock, takedown is even faster, and the stability they provide is instantly noticeable. Once customers use them, they wonder how they ever camped without them.



How to Merchandise Super-Grip Chocks for Maximum Sales

Merchandising Ultra-Fab Super-Grip Tire-Locking Chocks isn't just about putting a product on a shelf - it's about creating a visual story that instantly communicates stability, quality, and "this is the one you want." These chocks are already engineered to outperform the competition, so the merchandising strategy should amplify that strength, not hide it behind clutter or weak presentation. When displayed correctly, Super-Grip chocks

become one of those rare RV accessories that practically sell themselves.

Start with placement, because location is half the battle. Super-Grip chocks should live in the stabilization zone - near leveling blocks, scissor jacks, tongue jack stands, and other products customers naturally associate with stability. The goal is simple: customers who are thinking about movement, wobble, or setup convenience should see Super-Grip chocks without having to hunt for them.

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Next is vertical merchandising. Put the single packs at eye level and the double packs just below them. Why? Because customers instinctively look at eye level first, and that's where you want them to see the most popular SKU.

Add a demo unit - this is merchandising gold. A single chock sitting on the shelf is fine, but a chock expanded between two mounted display tires is a showstopper. Customers instantly "get it." They see the louvered plates biting into the rubber. They see the steel construction. They see the screw mechanism. And most importantly, they see how it eliminates forward-backward movement. A demo turns a static product into a live explanation.

Ultra-Fab's shelf talker is simple, bold, and benefit-driven. It even includes a QR code leading to a video that helps sell the product. You can get a free shelf talker by purchasing 2 chocks (mix-and-match sizes).

Ultra-Fab's planogram has the two most popular SKUs but also includes great cross selling items like the storage bag and leveling blocks. That makes it easy for you to grow the ticket and increase customer satisfaction at the same time.

Finally, keep the display clean, full, and consistent. A half-empty shelf communicates "slow seller." A full, well-faced shelf communicates "popular, trusted, and worth buying."

When merchandised with intention, Ultra-Fab Super-Grip Tire-Locking Chocks become more than a product - they become the anchor of your stabilization section, the item customers gravitate toward, and the accessory they walk out with feeling confident, informed, and impressed.

Your Stabilization Sales Engine Starts with Super-Grip

At the end of the day, Ultra-Fab Super-Grip Tire-Locking Chocks aren't just another SKU on the shelf - they're easy to sell, high-margin, customer-pleasing products you can put in a shopper's hands. When you use the Ultra-Fab planogram and the matching shelf talkers, you're not just organizing a section... you're building a stabilization destination that practically prints add-on sales. The planogram puts the right SKUs in the right spots, the signage does the heavy lifting by explaining the benefits instantly, and the demo unit seals the deal the moment a customer sees how the chock locks those tires together.



Dealers who follow the layout consistently sell more, get fewer returns, and hear more "Wow, that really works" from their customers. So lean into the tools Ultra-Fab gives you

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- fill the section, face it clean, use the signs, and let the Super-Grip chocks do what they do best: stop the wobble, stop the doubt, and start moving product.

Your Final Tune-Up: Prove You're a Stabilization Pro

Review questions are where everything you've learned snaps into place and turns into real-world selling power. This isn't just a quiz—it's your final tune-up before stepping onto the sales floor with the confidence, clarity, and product mastery that separates top performers from everyone else. These questions reinforce the essentials: choosing the right stabilization solution, understanding why Ultra-Fab dominates the category, selecting the correct SKU every time, and merchandising the section so effectively that the products practically sell themselves.

- 1) A customer says their trailer "feels like a waterbed when someone walks inside." What product solves this specific problem?
 - A. Tire-Locking Chocks
 - B. Plastic wedge chocks
 - C. Tongue jack stands
 - D. Leveling blocks
- 2) A customer is worried about the trailer shifting during unhitching. What should you recommend?
 - A. Scissor jacks only
 - B. Leveling blocks
 - C. A new hitch
 - D. Tire-Locking Chocks
- 3) A customer already has scissor jacks but still feels movement. What's the correct explanation?
 - A. Their jacks are broken
 - B. They need more leveling blocks
 - C. Wheel creep is the real issue—Tire-Locking Chocks stop it
 - D. Their frame is defective
- 4) What makes Ultra-Fab's construction superior to most competitors?
 - A. Plastic composite frames
 - B. Mixed-material design
 - C. All-steel components engineered for real-world forces
 - D. Lightweight aluminum
- 5) What key feature gives Ultra-Fab better grip on tire treads?
 - A. Smooth plates
 - B. Rubber pads
 - C. Plastic wedges
 - D. Louvered contact surfaces that bite into the tire
- 6) Why do customers trust Ultra-Fab more than other brands?
 - A. They are the cheapest



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- B. They include stickers
- C. They offer a Lifetime Warranty and strong brand reputation
- D. They come in multiple colors
- 7) A customer has a standard tandem-axle trailer. Which Ultra-Fab size fits the majority of these trailers?
 - A. XL only
 - B. Standard size
 - C. Mini size
 - D. Tri-axle only
- 8) 8. A customer wants maximum stabilization. What SKU configuration should you recommend?
 - A. Single pack
 - B. Double pack
 - C. XL only
 - D. No chocks needed
- 9) 9. Why should a demo unit be displayed between two mounted tires?
 - A. It instantly shows how the chock grips and eliminates movement
 - B. It looks cool
 - C. It fills shelf space
 - D. It keeps customers from touching the product
- 10) Why should standard size units be placed at eye level?
 - A. They are lighter
 - B. They are the most popular SKU and should be seen first
 - C. They don't fit on lower shelves
 - D. Customers can't bend down

Answer Key

- 1) Answer: A ("...they're tired of feeling every footstep... Tire-Locking Chocks exist because RVers are tired of feeling... movement.")
- 2) Answer: D ("A major pain point is rollaway anxiety... Tire-Locking Chocks give them that confidence by locking the wheels together...")
- 3) Answer: C ("Even high-quality scissor jacks sometimes need backup... the real issue is wheel creep.")
- 4) Answer: C ("Ultra-Fab builds its chocks from all-steel components... Steel is the only material that stands up to real-world forces.")
- 5) Answer: D ("The louvered contact surfaces bite into smooth tire treads...")
- 6) Answer: C ("With a Lifetime Warranty... Ultra-Fab gives buyers... peace of mind.")
- 7) Answer: B ("The standard size works for well over 80% of all trailers.")
- 8) Answer: B ("Double packs... provide an estimated 95% of full stabilization.")
- 9) Answer: A ("A demo... is a showstopper... They see the louvered plates biting... and how it eliminates forward-backward movement.")
- 10) Answer: B ("Put the single packs at eye level... that's where you want them to see the most popular SKU.")