

NATM DEALER AFFILIATION

SELLING COMPLIANCE - TALKING POINTS

Talking about the importance of compliant trailers can be a daunting task. With this list of talking points, communicating the importance of verified compliant trailers to your customers has never been easier. Impress your customers and instill confidence with your knowledge of federal regulations and your passion for safe trailering.

- When discussing compliant trailers with your customers, make sure you point out the NATM Compliance decal often. This gives the customer a visual of what trailers built to federal regulations look like.
- "I assume you're interested in purchasing a trailer that is compliant with federal regulations."
- "Trailers with the NATM Compliance Decal [point to trailer with decal] are built by manufacturers who regularly undergo third party inspections to verify compliance with federal regulations."
- "These inspections verify manufacturers have processes in place to ensure your trailer has DOT required lighting, brakes, and where required, reflective tape."
- "Manufacturers using the NATM decal have also registered with the federal government and have in place recordkeeping systems that allow them to contact customers in the event there is a recall on the trailer or one of its parts."
- "Trailers with this decal have a system in place for determining the GVWR and payload based on factors including the capacities of axles and tires among others."
- "There are hundreds of regulations for trailers and it's almost impossible for you as a trailer user to know and apply those. This decal [point to decal] takes that guesswork out. You don't need to be an expert."



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