

Connect LaunchPad

Service Description:

Connect LaunchPad is a 90-day service engagement designed to help Original Equipment Manufacturers (OEMs) transition from a direct-to-customer model to a scalable dealer network. Through a structured, time-bound process, we uncover what is required to build, launch, and manage a thriving dealer channel that expands your market presence and activates new sales capacity.

Format: 90 days, live and virtual engagement.

Tools:

This engagement includes the use of internal and external assessments, persona development frameworks, business case templates, marketing plans, training outlines, and recruitment materials. All tools are customized to the manufacturer's specific goals, product, and market dynamics.

The Connect Difference:

Many OEMs are ready to scale but lack a proven system for building a dealer network.

Connect delivers structure, speed, and clarity—so you can move from intent to action. Dealers are not just a channel; they are your partners. We help you educate, equip, and motivate them from day one.

1. Our approach is action-oriented and outcomes-driven. You will exit the program with a complete set of tools and deliverables ready to launch.

2. We treat dealers as partners in distribution. Our process ensures they are aligned, motivated, and prepared to sell your products successfully.

Service Roadmap:

A Structured Path to Launch

First 30 Days – Excavation & Discovery

Key foundational elements are identified, including your Ideal Customer Persona (ICP), Ideal Dealer Persona (IDP), and market placement. We define the consumer and dealer value propositions, assess current tools and organizational readiness, and develop MTO (Minimal, Target, Optimal) sales projections to set realistic goals.

Second 30 Days – Framing & Building

Internal systems and go-to-market plans are developed. This includes building the dealer business case (both economic and cultural), planning necessary organizational adjustments, and creating a two-tiered marketing plan—one to attract dealers and one to support end-user sales.

Final 30 Days – Finish & Launch

A dealer prospect list is built, and recruitment materials are developed, including a Dealer Recruitment Deck and Product Showcase Plan. Internal teams are trained, and external-facing training modules are prepared for sales, service, and parts teams across your future network.

At 90 days, your organization will be equipped with the tools, training, and strategy required to launch a dealer network with clarity and confidence.