

TITLE: The Hidden Cost of Going Direct



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About the Author:

Russ Ziegler is the Founder of Connect Sales, Coaching and Consulting. He helps international manufacturers enter and succeed in the U.S. dealer market through education, operational alignment, and measurable accountability. With more than fifteen years in the dealer distribution industry, Russ has trained hundreds of professionals and supported manufacturers in building stronger networks and healthier dealers.

Many international manufacturers believe the fastest way into the U.S. is to sell direct to end customers. The logic is simple: no middleman, no margin loss. But what looks efficient on paper often becomes a costly distraction in practice.

Why Direct Is Risky

- **Scale:** Covering the U.S. with your own salespeople requires massive investment in headcount, systems, and travel.
- **Customer Expectations:** U.S. customers expect fast local service, parts availability, and strong support — not answers from a distant headquarters.
- **Brand Perception:** Without a dealer network, you are often perceived as an outsider, limiting adoption.

The Dealer Advantage

The dealer model exists in the U.S. for a reason. Dealers bring:

- **Local relationships** with municipalities, fleets, and contractors.
- **Service infrastructure** that builds trust and repeat sales.
- **Market intelligence** that helps you adapt quickly.



America Ready

The Bottom Line

Going direct is tempting, but most international OEMs underestimate the cost and complexity. A deliberate dealer strategy provides a faster, more sustainable path to growth — one that builds credibility, not just sales.

Accelerate your entry into the U.S. market with clarity, alignment, and measurable performance. Explore additional America Ready insights, dealer development tools, and U.S. market strategies at www.Connect-CSCC.com.

